

The Ultimate Facebook Page Guide

Do I Need a Facebook Page?

- Facebook Pages are for businesses, brands and organizations to share their stories and connect with people.
- Your Facebook Page gives your business a voice on Facebook. Having a Page helps you build your reputation, reach new customers and stay connected. You can INSTANTLY get feedback from your customers!
- Customize Pages by posting stories, hosting events, adding apps, polling your following and more!
- People who like your Page (and friends of people who like your Page) can get your page updates in their News Feed.

Facebook Profile vs Facebook Page?

What is the difference between a Facebook Profile and a Facebook Page?

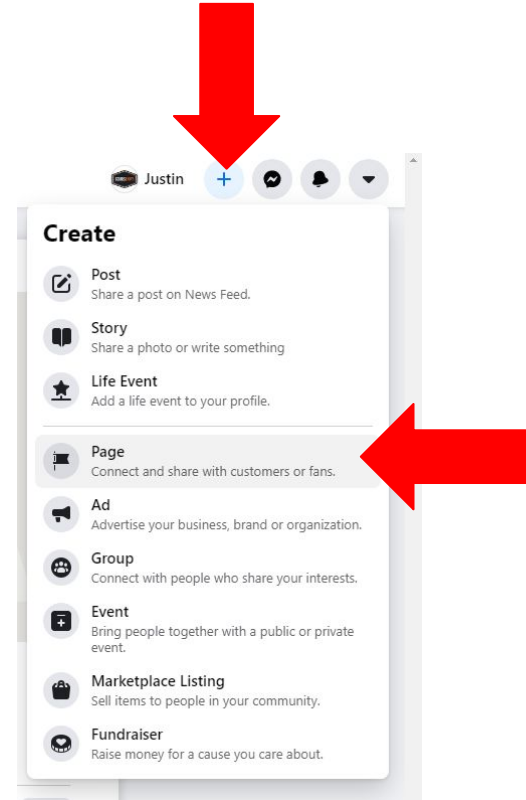
- Your Facebook Profile is your PERSONAL Facebook profile at Facebook.com. This is for sharing content with your friends and family. You NEED a personal Facebook Profile account in order to CREATE a Facebook Page.
- Your Facebook Page is a specific web page within Facebook for you to build a fan following (LIKES) and share relevant content on for your BUSINESS. You NEED a Facebook Page in order to create Facebook Ads. Unless you invite your friends to like/follow your Facebook Page, they will not know you created the Facebook Page (i.e. it is not publically linked, therefore you can keep you personal profile and business separate).

Create a Facebook Page

- Login to your personal Facebook account.
- Click the **Create “+” button** in the top right navbar.
- In the dropdown menu, select **Page**.

Or navigate directly to:

<https://www.facebook.com/pages/creation>





Pages > Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Desktop Preview

On this page you will name your Facebook Page and select your page category.

For example, Coursenvy has the categories:
Marketing Agency, Education Website

Finally, click the "Create Page" button.



Page Name

Category

Home About Photos Videos More ▾

Like

Message



About

i Description



Create Post



Photo/Video



Tag People



Check in

You can add images, contact info and other details after you create the Page.

Create Page

Create



Post

Share a post on News Feed.



Story

Share a photo or write something



Life Event

Add a life event to your profile.



Page

Connect and share with customers or fans.



Ad

Advertise your business, brand or organization.



Group

Connect with people who share your interests.



Event

Bring people together with a public or private event.



Marketplace Listing

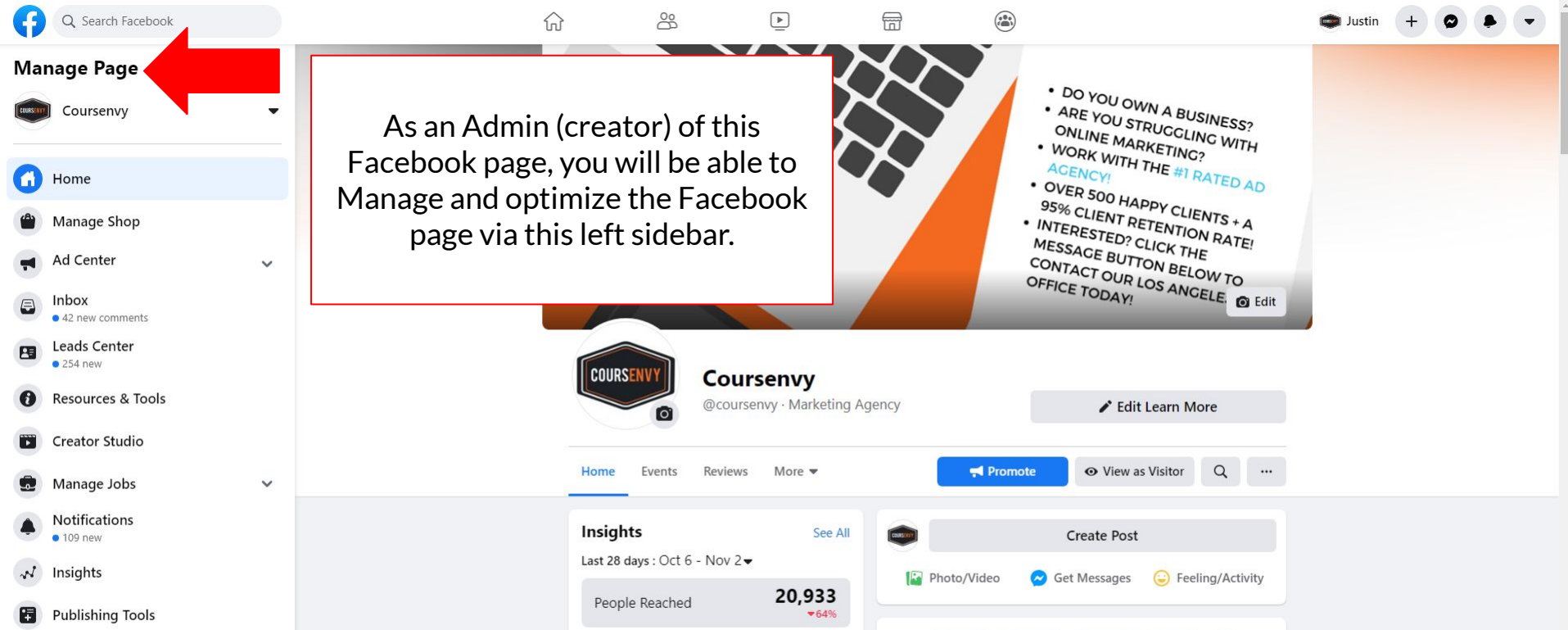
Sell items to people in your community.



Fundraiser

Raise money for a cause you care about.

Optimize Your Facebook Page



The image shows a Facebook page for 'Coursenvy', a marketing agency. A red arrow points to the 'Manage Page' button in the left sidebar. A text box explains that as an admin, you can manage and optimize the page through this sidebar.

Manage Page

As an Admin (creator) of this Facebook page, you will be able to Manage and optimize the Facebook page via this left sidebar.

Coursenvy
@coursenvy · Marketing Agency

Home Events Reviews More

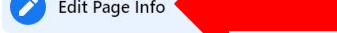
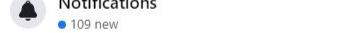
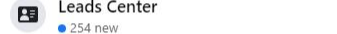
Insights See All
Last 28 days : Oct 6 - Nov 2
People Reached **20,933** 64%

Create Post
Photo/Video Get Messages Feeling/Activity

- DO YOU OWN A BUSINESS?
- ARE YOU STRUGGLING WITH ONLINE MARKETING?
- WORK WITH THE **#1 RATED AD AGENCY!**
- OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE!
- INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!



Manage Page



Click the "Edit Page Info" option to customize your Facebook Page Username.

Edit Page Info

General

Name
Coursenvy

Username
coursenvy

Description
Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 300,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

Categories

Categories
[Marketing Agency](#) [Education Website](#)

Help people find your Page by choosing categories that represent your Page.
Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.

Contact

Phone Number

My Page doesn't have a phone number

Customize Your Facebook Page Username

Your Facebook Page Username is important as this is what appears as your custom Facebook URL or “vanity name”. **EX:** <https://www.facebook.com/coursenvy>

PRO TIP: Have username continuity with your brand name!

- I want my username the same on every social media site/platform/service and so on!
EXAMPLE: @coursenvy
- I want people to easily find me from website to website and easily in Google search.
Continuity not only builds my brand name awareness but it also makes it easy for customers to remember my brand name and my varying URLs.

Customize Your Facebook Page Username

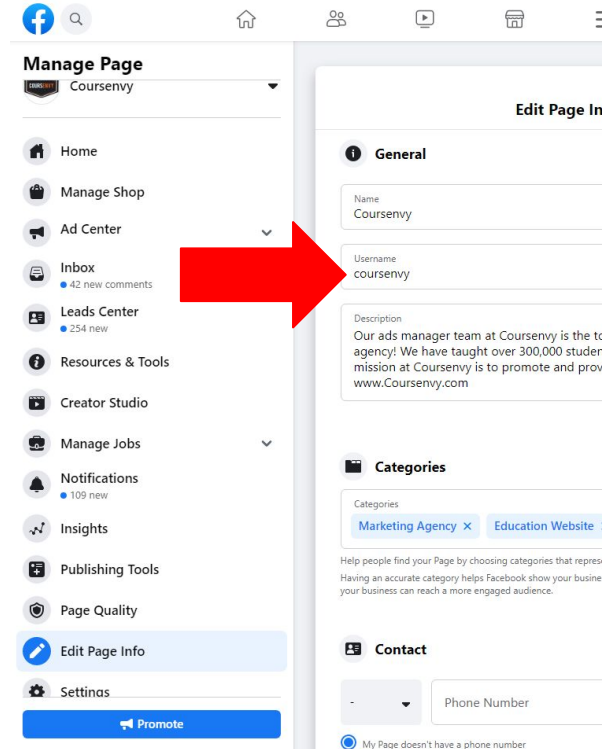
Change your Facebook Page URL (currently a long ugly URL with a page ID number) to your own custom business username.

www.facebook.com/page-name-#####

TO

www.facebook.com/YourChosenName

You can only change this once, otherwise you will have to request permission from Facebook, so choose wisely! Think of it like it is changing your own name... or changing Walmart's brand name tomorrow. **YOU** are establishing a brand, so Facebook doesn't want people changing names constantly and inserting keywords, etc. Facebook wants to build a stable asset of all these various Facebook pages.



Get Your First Facebook Page Fans

The two ways I get Facebook Page fan is either:

- 1) For FREE by inviting friends to like my page.
- 2) Pay for Page Likes via an “Engagement → Page Likes” Facebook Ad.

Here is the FREE method...

Facebook interface showing the "Manage Page" sidebar on the left and the main page content for "Coursenvy".

Manage Page Sidebar:

- Home
- Manage Shop
- Ad Center
- Inbox (42 new comments)
- Leads Center (254 new)
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications (109 new)
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info

Main Page Content:

Coursenvy
@coursenvy · Marketing Agency

Other Actions
With your primary profile, Justin Mark, you can like this Page, follow it or take other actions.

- Liked
- Follow Settings
- Share
- Create Page
- Like as your Page
- Invite Friends

Instructions:

- Click the **Other Actions** option on the top right corner of your Facebook page.
- In this dropdown menu, click the "Invite Friends" option to invite your current Facebook friends to like your page.

Pay For Page Likes

Create a Facebook Ad using the ENGAGEMENT objective, then select the PAGE LIKES option.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness Consideration Conversion

☐ Brand awareness ☐ Traffic ☐ Conversions

☐ Engagement ☐ Catalog sales

☐ App installs ☐ Store traffic

☐ Video views

☐ Lead generation

☐ Messages



Page likes

Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type

☐ Post engagement ☒ Page likes ☐ Event responses

[Hide Options](#)

Campaign Spending Limit · Optional

None added

[Close](#) [Next](#)

✓ All edits saved

Images

Optimize Your Facebook Page Image Sizes

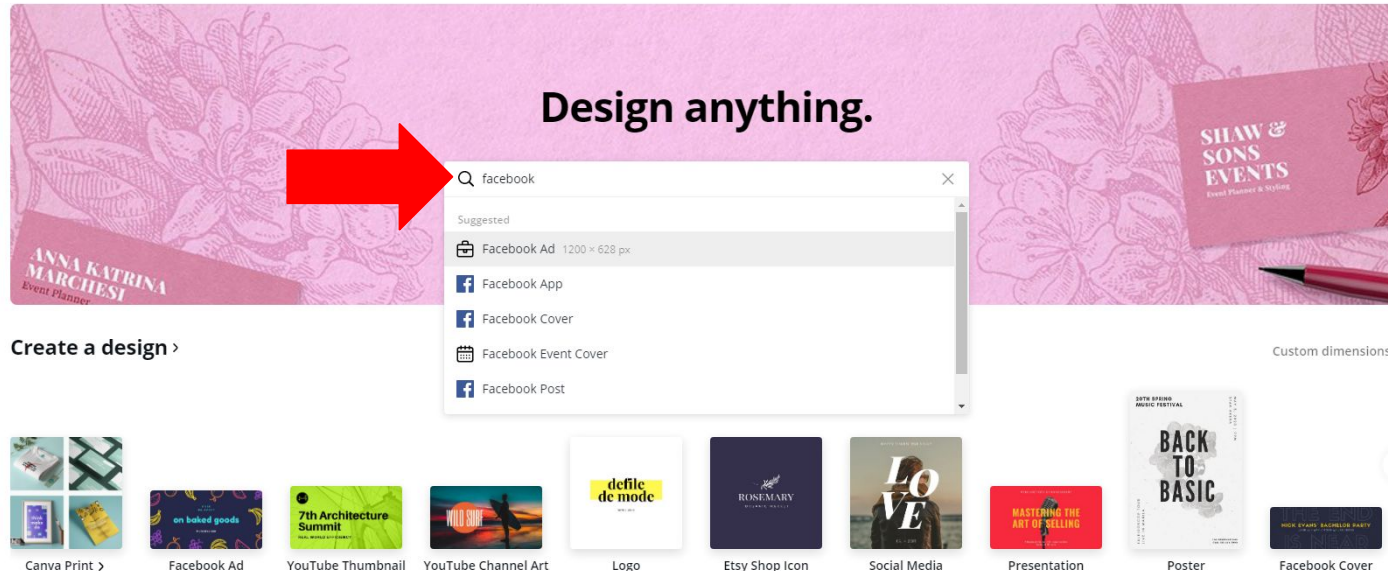
To set your brand apart from the competition, you need to take the time to not only create high-quality images, but ensure you are using the **correct image sizes** on your Facebook Page and all the other varying social media networks!

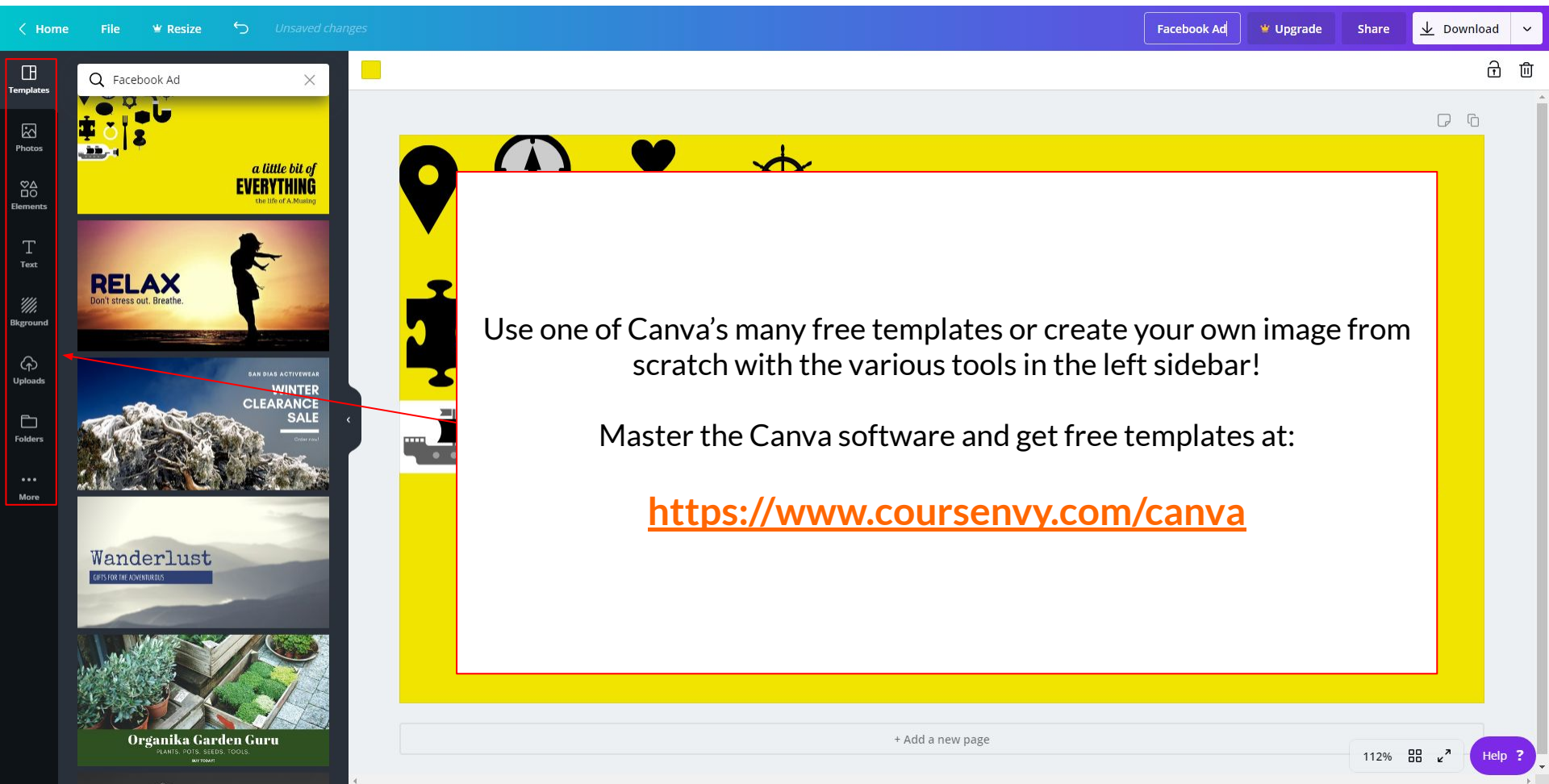
<https://www.coursenvy.com/social-media-image-sizes>

Facebook Image Creation Tool

I use Canva to create all my varying Facebook images!

<https://www.coursenvy.com/canva>





Facebook Page Images

The first image you need to create for your Facebook page is a **Profile Image**.

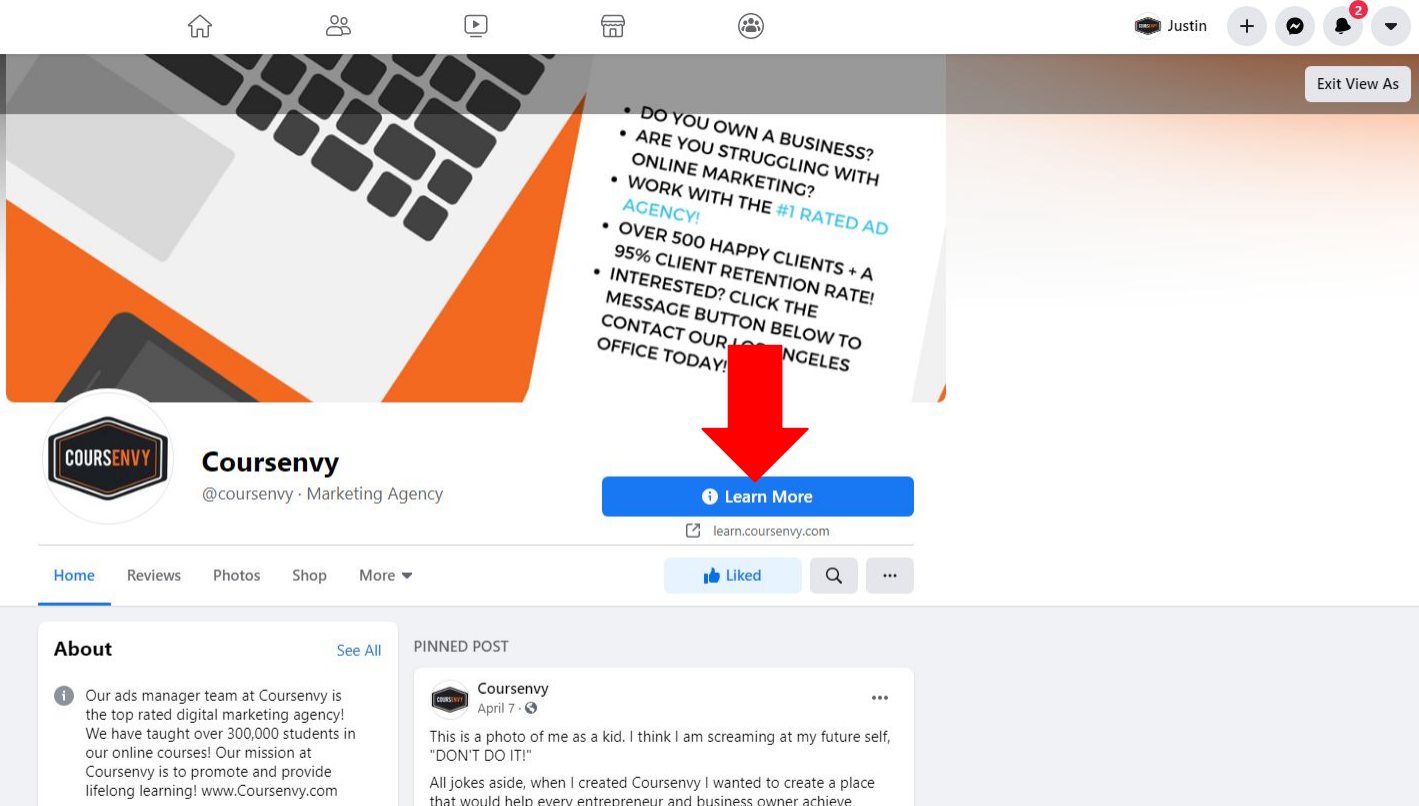
Stick with your logo to build brand awareness.

Second, is your **Cover Photo** (which can also be a video).

The screenshot shows the Facebook interface for the 'Coursenvy' page. The left sidebar contains the 'Manage Page' section with options like Home, Manage Shop, Ad Center, Inbox (42 new comments), Leads Center (254 new), Resources & Tools, Creator Studio, Manage Jobs, Notifications (109 new), Insights, and Publishing Tools. The main content area features a large cover photo of a laptop keyboard with a list of bullet points: 'DO YOU OWN A BUSINESS?', 'ARE YOU STRUGGLING WITH ONLINE MARKETING?', 'WORK WITH THE #1 RATED AD AGENCY!', 'OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE!', and 'INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!'. Below the cover photo is the profile picture (Coursenvy logo) and the page name 'Coursenvy' with the handle '@coursenvy · Marketing Agency'. The 'Insights' section shows 'People Reached' as 20,933 with a 64% increase. The 'Create Post' section is visible at the bottom.

Facebook Page Call to Action (CTA) Button

The goal of your Cover Photo (or video) should be to lead the Facebook user's eyes to your CTA (Call to Action) button.



Facebook navigation bar: Home, Search Facebook, Justin, +, Messenger, Notifications (2), Profile

Page Header: This is what your Page looks like to a visitor. Exit View As

Cover Photo:

- DO YOU OWN A BUSINESS?
- ARE YOU STRUGGLING WITH ONLINE MARKETING?
- WORK WITH THE #1 RATED AD AGENCY!
- OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE!
- INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!

Coursenvy · Marketing Agency
@coursenvy · learn.coursenvy.com

Buttons: Home, Reviews, Photos, Shop, More, Liked, Search, ...

About: See All

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 300,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

PINNED POST

Coursenvy April 7 · 🌐

This is a photo of me as a kid. I think I am screaming at my future self, "DON'T DO IT!"

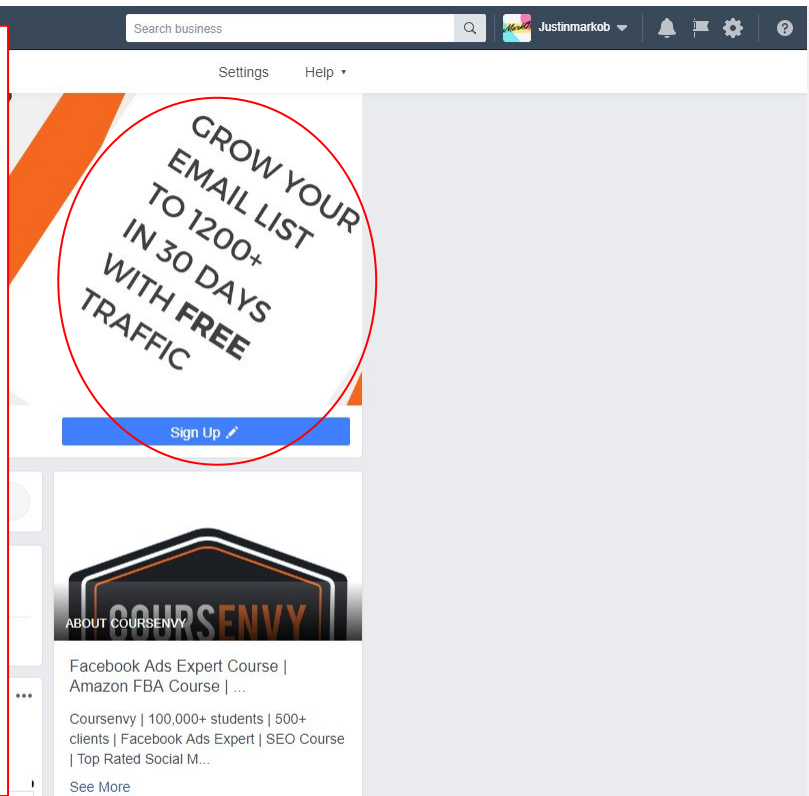
All jokes aside, when I created Coursenvy I wanted to create a place that would help every entrepreneur and business owner achieve

Facebook Page Cover Image Example

For example, I will use the CTA button **Sign Up**, which leads to my lead capture URL that collects the users email in exchange for my FREE value proposition (i.e. ebook, course, etc.)

EXAMPLE:

My cover photo provides a **Value Proposition** that leads the users eyes right to the CTA button!



Facebook Page Cover Video

You can also use a video for your Facebook Page Cover!

The screenshot shows the Facebook interface for the 'Coursenvy' page. The cover image is a video showing a laptop keyboard and a document with text. The text on the document includes:

- DO YOU OWN A BUSINESS?
- ARE YOU STRUGGLING WITH ONLINE MARKETING?
- WORK WITH THE #1 RATED AD AGENCY!
- OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE!
- INTERESTED? CLICK THE MESSAGE BUTTON TO CONTACT US AND GET TO OUR OFFICE TODAY!

Below the cover image, the page name 'Coursenvy' and the handle '@coursenvy · Marketing Agency' are visible. A red arrow points to the 'Edit' button in the bottom right corner of the cover image. Another red arrow points to the 'Choose From Videos' option in the dropdown menu that appears when the 'Edit' button is clicked. The dropdown menu also includes options for 'Choose From Photos', 'Edit Slideshow', 'Upload Photo', and 'Remove'.

Manage Page

- Coursenvy
- Home
- Manage Shop
- Ad Center
- Inbox (42 new comments)
- Leads Center (254 new)
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications (109 new)

Page Header: Justin + [Icons]

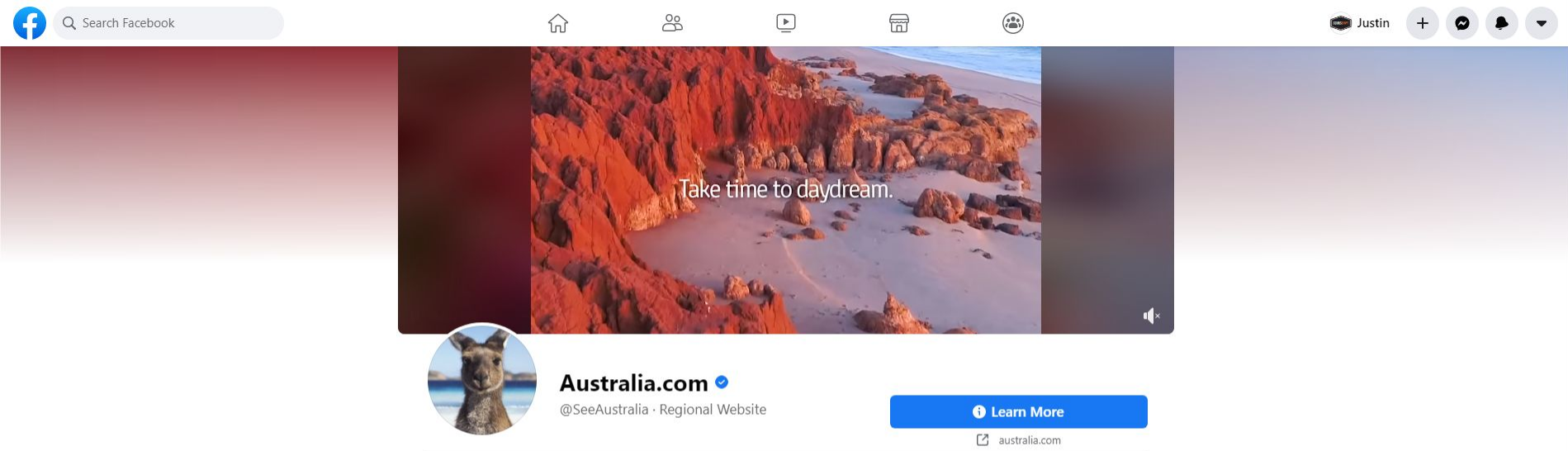
Page Content:

- Home Events Reviews More
- Insights See All
- Create Post

Great Facebook Page Cover Video Example

www.facebook.com/SeeAustralia

Typically I use images for my client's Facebook page as I direct users eyes to my CTA button. But for some unique pages, videos make sense! For example, a travel company or videographer!



Facebook Page Call to Action (CTA) Button

- Click the Call to Action button.
- Select “Edit Button” in the dropdown menu.

The screenshot shows the Facebook interface for the 'Coursenvy' page. The left sidebar contains the 'Manage Page' section with options like Home, Manage Shop, Ad Center, Inbox, Leads Center, Resources & Tools, Creator Studio, Manage Jobs, and Notifications. The main content area features a large cover photo of a laptop keyboard with an orange graphic and text: '• DO YOU OWN A BUSINESS? • ARE YOU STRUGGLING WITH ONLINE MARKETING? • WORK WITH THE #1 RATED AD AGENCY! • OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE! • INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!'. Below the cover photo is the Coursenvy profile picture and name, followed by the '@coursenvy · Marketing Agency' bio. A red arrow points to the 'Edit Learn More' button. A dropdown menu is open, showing options: 'Test Button', 'Help People Learn More', 'Edit Button', and 'Delete Button'.

Search Facebook

Justin

Manage Page

Coursenvy

Home

Manage Shop

Ad Center

Inbox

42 new comments

Leads Center

254 new

Resources & Tools

Creator Studio

Manage Jobs

Notifications

109 new

DO YOU OWN A BUSINESS?
ARE YOU STRUGGLING WITH
ONLINE MARKETING?
WORK WITH THE #1 RATED AD
AGENCY!
OVER 500 HAPPY CLIENTS + A
95% CLIENT RETENTION RATE!
INTERESTED? CLICK THE
MESSAGE BUTTON BELOW TO
CONTACT OUR LOS ANGELES
OFFICE TODAY!

EDIT

COURSENVY

Coursenvy
@coursenvy · Marketing Agency

Home Events Reviews More

Promote

Test Button

Help People Learn More

Edit Button

Delete Button

Manage Page

Coursenvy

- Home
- Manage Shop
- Ad Center
- Inbox
42 new comments
- Leads Center
254 new
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications
109 new
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info

Promote



Justin



Edit Page Button

Choose the action you want your Page visitors to take.

- Follow**
Make it easy for people to follow your page.
- View Gift Card**
Choose a website where people can purchase your gift cards.
- Order Food**
Choose a website where people can order your food.
- Book Now**
Choose where people can book with you.
- Get Quote**
Collect the information you need from potential customers who click Get Quote.
- Call Now**
Choose where you'd like to receive calls.
- Contact Us**
Choose a website where people can find your contact information.
- Send WhatsApp Message**
Choose the number associated with your WhatsApp account so people can reach you.
- Send Email**
Choose an email address where people can contact you.
- Learn More**
Choose a website where people can learn more about what you do.
- Sign Up**
Choose a website where people can sign up for your newsletter.
- Use App**
Choose where people can find your app.
- Play Game**
Choose a website where people can find and play your game.

Select a **Call to Action** button that will encourage page visitors to take action!

I hit users with my most important value proposition in the cover image, then drive them to a lead capture page with the CTA button.

Facebook Page Settings

Optimize Facebook Page

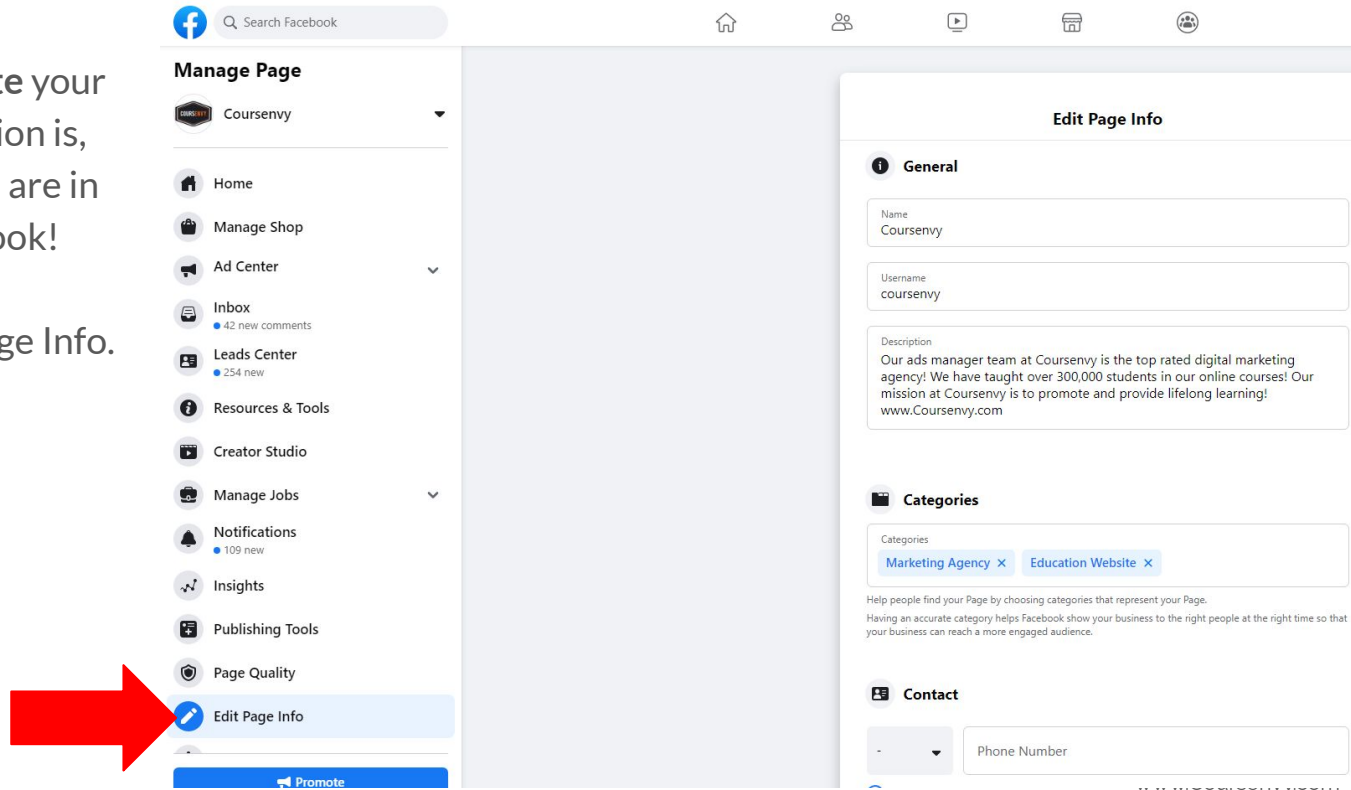
Once you have your Profile and Cover Image set, ensure you have everything else filled out on your Facebook Page.

This includes:

- Facebook Page Info
- Description
- Business Address and Phone (Google factors this in search ranking for “location” businesses)
- Page Categories
- Website and Email
- Facebook Page Settings
- etc. etc. etc.

Fill Out EVERYTHING On Your Page

- The more **complete** your business information is, the more **legit** you are in the eyes of Facebook!
- Complete your Page Info.





Manage Page

Coursenvy

Home

Manage Shop

Ad Center

Inbox
42 new comments

Leads Center
254 new

Resources & Tools

Creator Studio

Manage Jobs

Notifications
109 new

Insights

Publishing Tools

Page Quality

Edit Page Info

Edit Page Info

General

Name
Coursenvy

Username
coursenvy

Description

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 300,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

The "Description" is your Facebook meta description for Google search.

Include at least 2-3 keywords and your brand name to increase your discoverability in search engines.



facebook coursenvy



News

Maps

Shopping

Videos

More

Settings

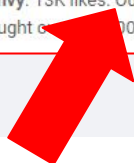
Tools

About 12,200 results (0.71 seconds)

[Coursenvy - Home | Facebook](#)

<https://www.facebook.com> > Pages > Other > Brand > Website > Education Website

Coursenvy. 13K likes. Our ads manager team at **Coursenvy** is the top rated digital marketing agency! We have taught over 300,000 students in our online...





Manage Page

Coursenvy

Home

Manage Shop

Ad Center

Inbox

Leads Center

Resources & Tools

Creator Studio

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Insights

Publishing Tools

Page Quality

Edit Page Info

Promote

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General

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Categories

Categories

Marketing Agency × Education Website ×

Help people find your Page by choosing categories that represent your Page.

Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.

Contact



Phone Number

My Page doesn't have a phone number

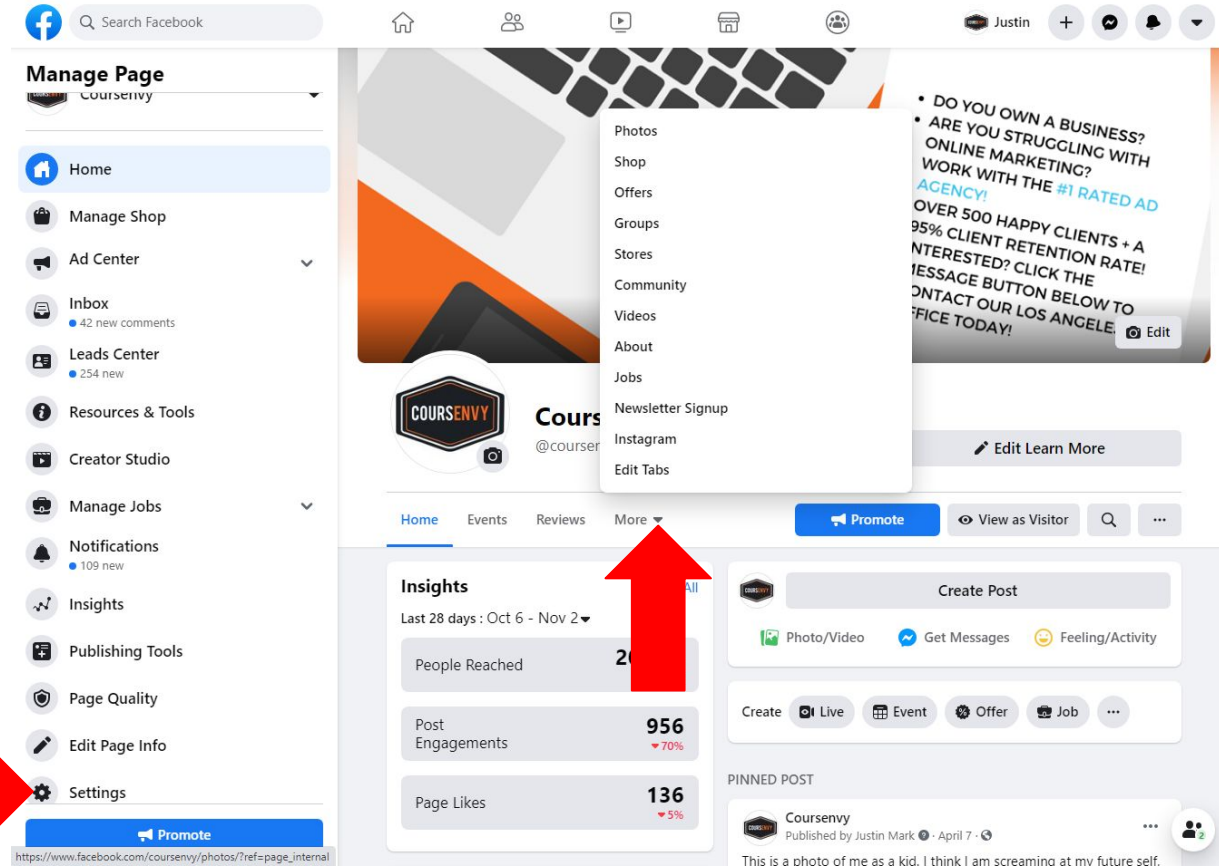
This is where you can change and/or add to your Facebook page Categories.

EXAMPLE:
We want Coursenvy to be discovered in search results for both Education and as a Marketing Agency.

Search and select all relevant categories for your business.

Templates and Tabs

- Your Facebook Page is given a default template based on your Page categories.
- You can also edit your page tabs that visitors to your page will see.
- Click the “Settings” page in the left sidebar, then select “Templates and Tabs”.





Search Facebook



Justin



Coursenvy · Page Settings

Page Settings

Search Page Settings



General



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Facebook Badges



Page Roles



Groups



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



Branded Content



Instagram

Templates

Choose a template with default buttons and tabs designed to help your Page.



Current Template

Shopping

Edit

Tabs

[Reset to Default](#)

Help Page visitors quickly find what they are looking for.

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.



Home

The main landing area for your Facebook Page.



Events

Lists your upcoming events.



Reviews

Shows reviews on your Page and allows people to w...



Photos

Shows photos you've uploaded onto your page.



Shop

Shows the products you want to feature.



Offers

Lists current offers for your business.



Groups

Lists the groups that you've linked to this Page.



Stores

Let you list multiple locations for your business.



2



Coursenvy®

www.Coursenvy.com



Page Settings

Search Page Settings

- General
- Page Info
- Templates and Tabs**
- Event Ticketing
- Notifications
- Advanced Messaging
- Facebook Badges
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

You can drag and rearrange the order of your Tabs here.

You can also toggle off Tabs for pages you don't want displayed.



Templates

Choose a template with default buttons and tabs designed to help your Page.



Edit

Tabs

[Reset to Default](#)

Help Page visitors quickly find what they are looking for.

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Home
The main landing area for your Facebook Page.

- Events**
Lists your upcoming events. ☒
- Reviews**
Shows reviews on your Page and allows people to w... ☒
- Photos**
Shows photos you've uploaded onto your page.
- Shop**
Shows the products you want to feature. ☒
- Offers**
Lists current offers for your business. ☒
- Groups**
Lists the groups that you've linked to this Page. ☒
- Stores**
Let you list multiple locations for your business.

How your sort and customize your tabs on the "Templates and Tabs" page will determine how their order appears on the public Facebook page.

Depending on your brand and category, you will be assigned a default Template.

Click the Edit button to see if another Template is more fitting for your company. Most of the time I use the default based on the Facebook Page category.

Templates

Choose a template with default buttons and tabs designed to help your Page.

Current Template Shopping  Edit

Tabs

[Reset to Default](#)

Help Page visitors quickly find what they are looking for.

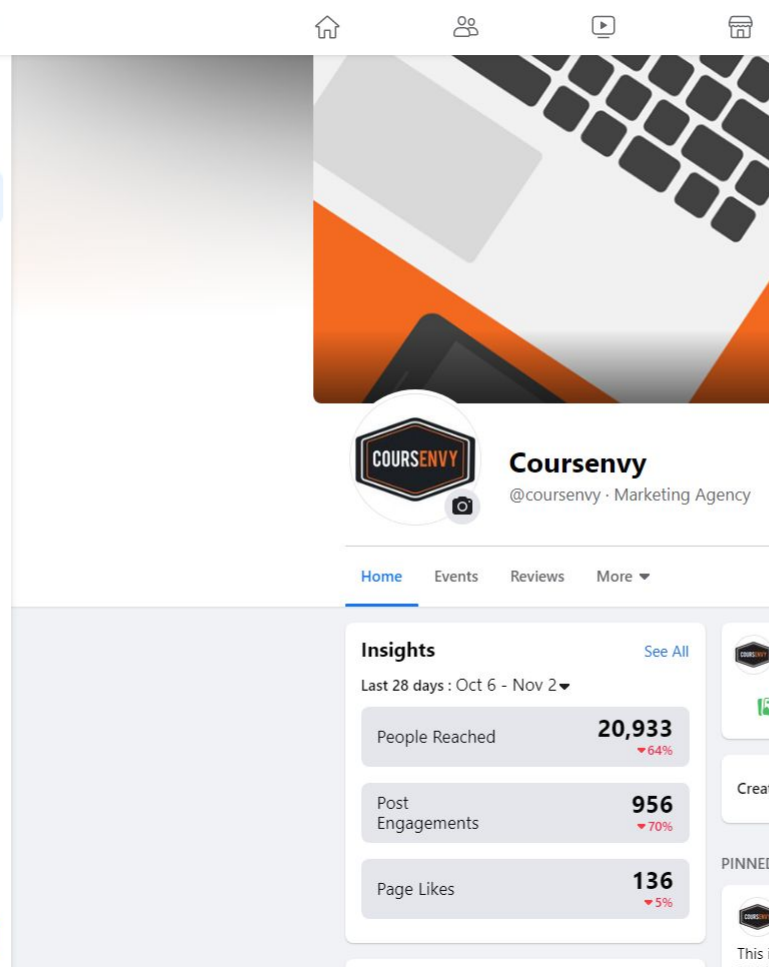
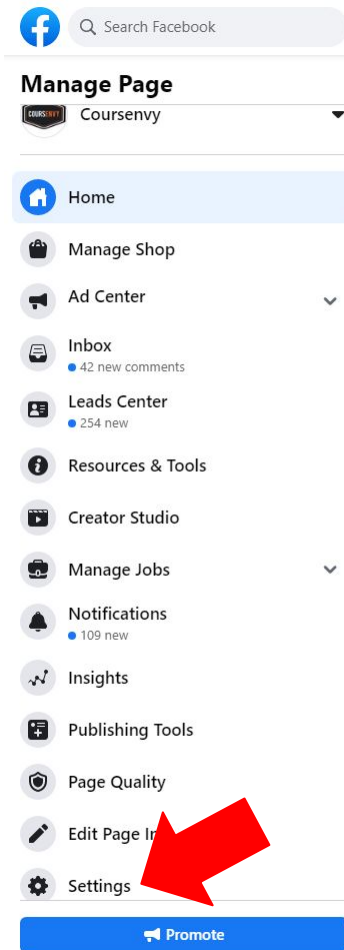
Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

-  **Home**
The main landing area for your Facebook Page.
-  **Events**
Lists your upcoming events. 
-  **Reviews**
Shows reviews on your Page and allows people to w... 
-  **Photos**
Shows photos you've uploaded onto your page.
-  **Shop**
Shows the products you want to feature. 
-  **Offers**
Lists current offers for your business. 
-  **Groups**
Lists the groups that you've linked to this Page. 
-  **Stores**
Let you list multiple locations for your business.

But if your brand fits better into one of the Template categories, give it a try as some of the layout features are catered to these niches making the user experience more optimized. You can always switch back if you don't like your new Template.

Facebook Page Settings

Review your Facebook Page's General "Settings" page to ensure everything is how you want it for your business.





Search Facebook



Justin



Ads Manager Courseenvy Is The Top Digital Marketing Agency • Page Settings

Page Settings

Search Page Settings



General



Messaging



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Page Roles



Diversity Info



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



Branded Content

Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	
Messages	People can contact my Page privately.	
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	
Others Tagging this Page	People and other Pages can tag my Page.	
Country Restrictions	Page is visible to everyone.	
Age Restrictions	Page is shown to everyone.	
Page Moderation	No words are being blocked from the Page.	
Profanity Filter	Turned off	
Similar Page Suggestions	Choose whether your Page is recommended to others	
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	
Translate Automatically	Your posts may show translations automatically for people who read other languages.	
Comment Ranking	Most relevant comments are shown for my Page by default.	
Content Distribution	Downloading to Facebook is allowed.	
Download Page	Download Page	
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

One setting I see many users mistakenly overlook is the **Page Visibility** option.

Make sure your page is **PUBLISHED** and visible on Facebook and search engines!

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Ad Choices](#) [Terms](#) [Help](#)

Facebook © 2020

[English \(US\)](#) [Español](#) [Français \(France\)](#) [中文\(简体\)](#) [العربية](#) [Português \(Brasil\)](#) [한국어](#) [Italiano](#) [Deutsch](#) [हिन्दी](#) [日本語](#) [+](#)



Search Facebook



Justin



Ads Manager Courseenvy Is The Top Digital Marketing Agency · Page Settings

Page Settings

Search Page Settings



General



Messaging



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Page Roles



Diversity Info



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



Branded Content

Make sure to review all these **General** settings.

Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages.	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Ad Choices](#) [Terms](#) [Help](#)

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[English \(US\)](#) [Español](#) [Français \(France\)](#) [中文\(简体\)](#) [العربية](#) [Português \(Brasil\)](#) [한국어](#) [Italiano](#) [Deutsch](#) [हिन्दी](#) [日本語](#) [+](#)



<https://www.facebook.com/courseenvy/settings/?tab=settings>



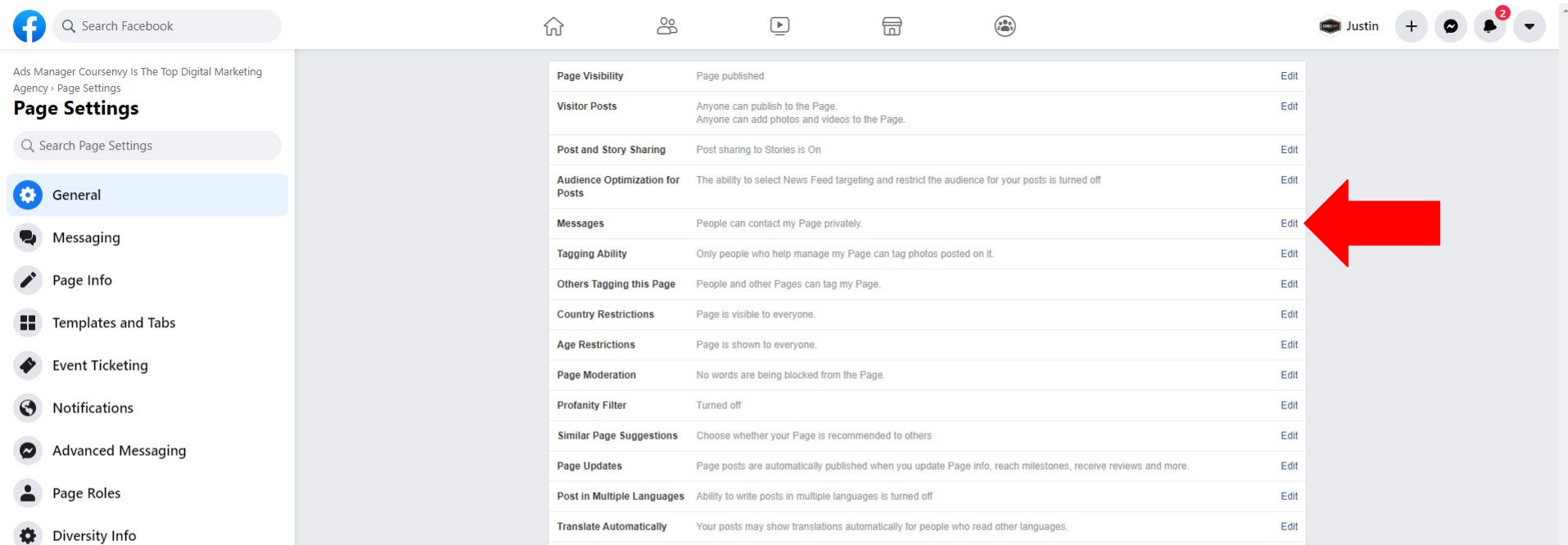
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Messaging

Messaging

➤ Enable users to contact your Facebook page via Messages the “General” settings page.



The screenshot shows the Facebook interface for a page manager. On the left is a sidebar with navigation options: General, Messaging, Page Info, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Page Roles, and Diversity Info. The 'General' section is currently selected. The main area displays a list of settings for the page. A red arrow points to the 'Messages' setting, which is currently set to 'People can contact my Page privately.' and has an 'Edit' link to its right.

Setting	Value	Action
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages.	Edit

Messaging

Facebook navigation bar and settings sidebar.

Search Facebook

Home, Friends, Watch, Marketplace, Groups icons

Justin, +, Messenger, Notifications, Profile icons

Ads Manager Courseenvy Is The Top Digital Marketing Agency · Page Settings

Page Settings

Search Page Settings

- General
- Messaging**
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- Diversity Info
- People and Other Pages
- Preferred Page Audience

Manage your
Messenger
preferences via the
Messaging page.

Messaging Settings

Configure and edit preferences for managing messages across Messenger and Instagram. You can also manage notification settings in the Notifications tab.

- [Jump to Section](#)
- [Jump to Section](#)
- [Jump to Section](#)

Settings

Turn key to send messages

☐

Press the Return/Enter key on a computer to send Messenger and Instagram messages. If this feature is off, click Send.

Starting a Messenger Conversation

Show a greeting

Greet people before they send your Page a message. Your greeting appears in the chat window before a message is sent or in the About section of your business's Messenger profile.

☐

Your Messenger URL

Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation

Messaging Settings

Set up features and edit preferences for managing messages across Messenger and Instagram. You can manage notification settings in the Notifications tab.

Sections

...	Jump to Section
... Messenger Conversation	Jump to Section
... Messenger Conversation	Jump to Section

Here you will find your Facebook Messenger URL.

The format is:
m.me/YourPageUsername



Your Messenger URL

Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation with your Page.

Your Messenger link
m.me/courseenvy

Copy Link

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give

Get Started



Search Facebook



Justin



Ads Manager Coursenvy Is The Top Digital Marketing Agency + Page Settings

Page Settings

Search Page Settings



General



Messaging



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Page Roles



Diversity Info



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



Branded Content

Messaging Settings

Set up features and edit preferences for managing messages across Messenger and Instagram. You can manage notification settings in the Notifications tab.

Your **m.me** link is a shortened URL that people can use to go directly into a Messenger conversation with your business.

You can place an **m.me** link anywhere - your website, on a flyer, in SMS texts, email, etc. to help customers reach you more easily in Messenger.

Your Messenger URL

Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation with your Page.



Your Messenger link
m.me/courseenvy

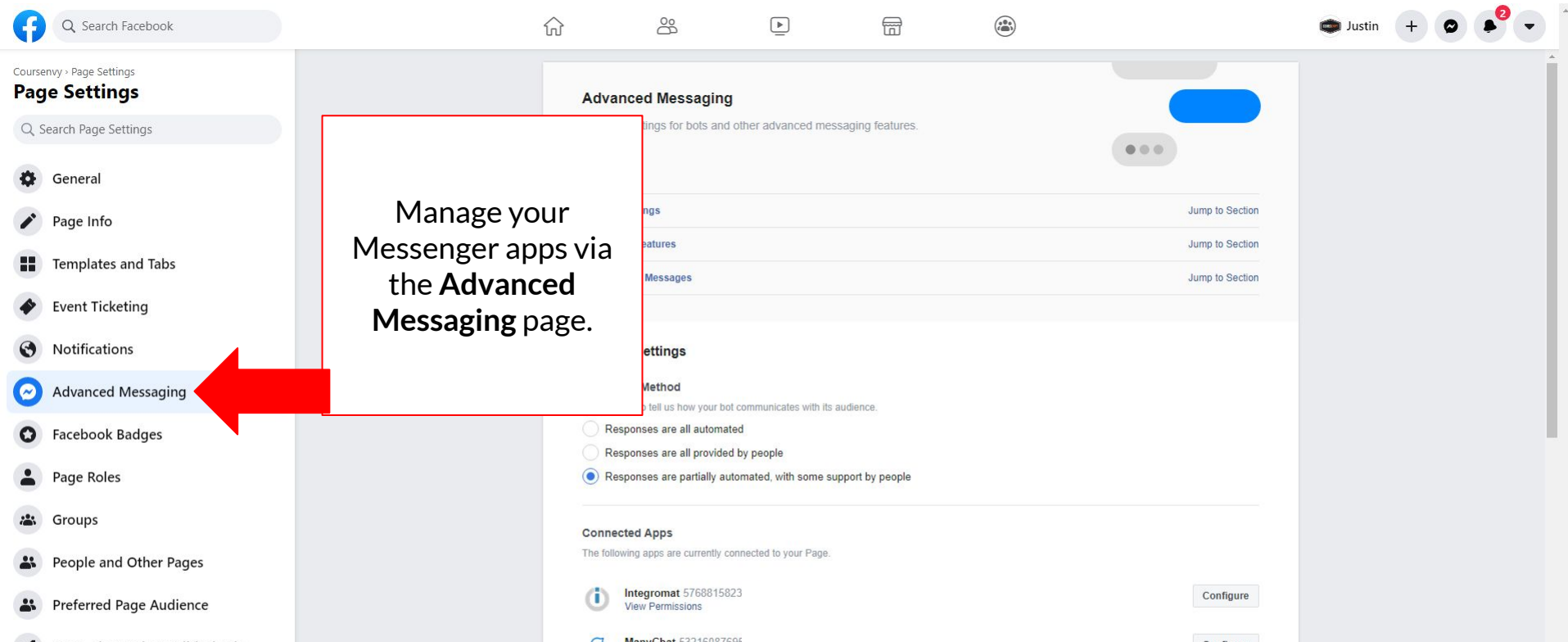
Copy Link

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give

Get Started

Advanced Messaging



The image is a screenshot of the Facebook Page Settings interface. On the left is a sidebar with various settings categories. The 'Advanced Messaging' category is highlighted with a blue background and a red arrow pointing to it. A red-bordered box is overlaid on the main content area, containing text that explains how to manage Messenger apps. The main content area shows the 'Advanced Messaging' settings, including a section for 'Responses' with three radio button options, and a 'Connected Apps' section listing 'Integromat' and 'ManyChat'.

Search Facebook

Justin

Page Settings

Search Page Settings

- General
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging**
- Facebook Badges
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience

Advanced Messaging

Settings for bots and other advanced messaging features.

- Responses
- Features
- Messages

Settings

Method

Responses are all automated

Responses are all provided by people

Responses are partially automated, with some support by people

Connected Apps

The following apps are currently connected to your Page.

- Integromat 5768815823
View Permissions
- ManyChat 52316087606

Configure

Manage your Messenger apps via the Advanced Messaging page.



Page Settings

Search Page Settings

- General
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging**
- Facebook Badges
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

https://www.facebook.com/coursenvy/settings/?tab=messenger_platform

Advanced Messaging

If you don't have a dedicated customer service employee for responding to your Facebook Messenger chats, I suggest you install a Messenger chatbot to help with your FAQ replies.

Advanced messaging features.



[Jump to Section](#)

[Jump to Section](#)

[Jump to Section](#)

Communicates with its audience.

ple

, with some support by people

Connected Apps

The following apps are currently connected to your Page.



Integromat 576881582:
[View Permissions](#)

[Configure](#)



ManyChat 5321608769:
[View Permissions](#)

[Configure](#)

Handover Protocol

Manage the features each app can access or control.



Messenger receiver

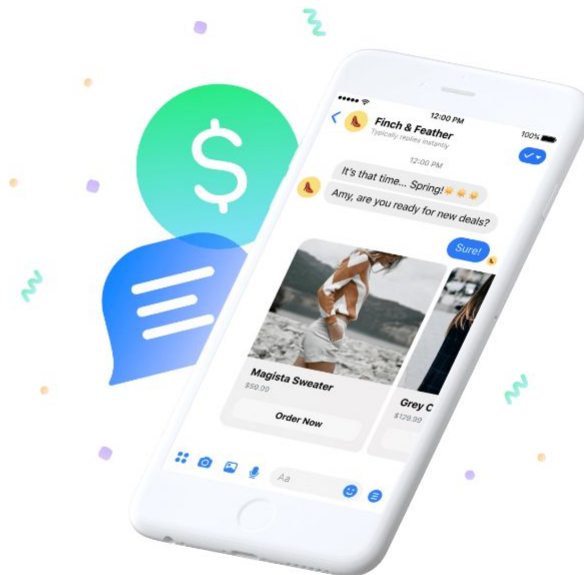
[Configure](#)



[Login](#)



Get Started Free



Connect Facebook account

Sign In with Facebook to create your first bot



☒ I agree to ManyChat's [Terms of Service](#)
and [Privacy Policy](#)

What's coming next?

We'll need some permissions to manage your Page's messages to automate your replies. That will open Facebook but don't worry! You will be back right after granting all requested permissions.



Search



Justin

Home

Find Friends

Create



ManyChat will receive:
your name and profile picture and email address.

☒ [Edit This](#)

Continue as Justin

Cancel

This doesn't let the app post to Facebook

[App Terms](#) · [Privacy Policy](#)



Search



Justin

Home

Find Friends

Create



ManyChat would like to manage your business, manage your Pages, manage and access Page conversations in Messenger, send messages from Pages you manage at any time after the first user interaction and manage and access your Pages' messaging conversations.

☒ [Choose what you allow](#)

Not Now

OK



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Would you share a little bit about yourself?

Sharing info about your business will help us enhance ManyChat experience for you.

What best describes your role? *

Marketing Agency

Independent Marketing Consultant

Solopreneur

Business Owner

In-House Marketer In A Company

Other (Free Input)

How many people work at your company? *

1

2-10

11-50

51-200

201-1000

1000+

What best describes your experience with setting up marketing campaigns? *

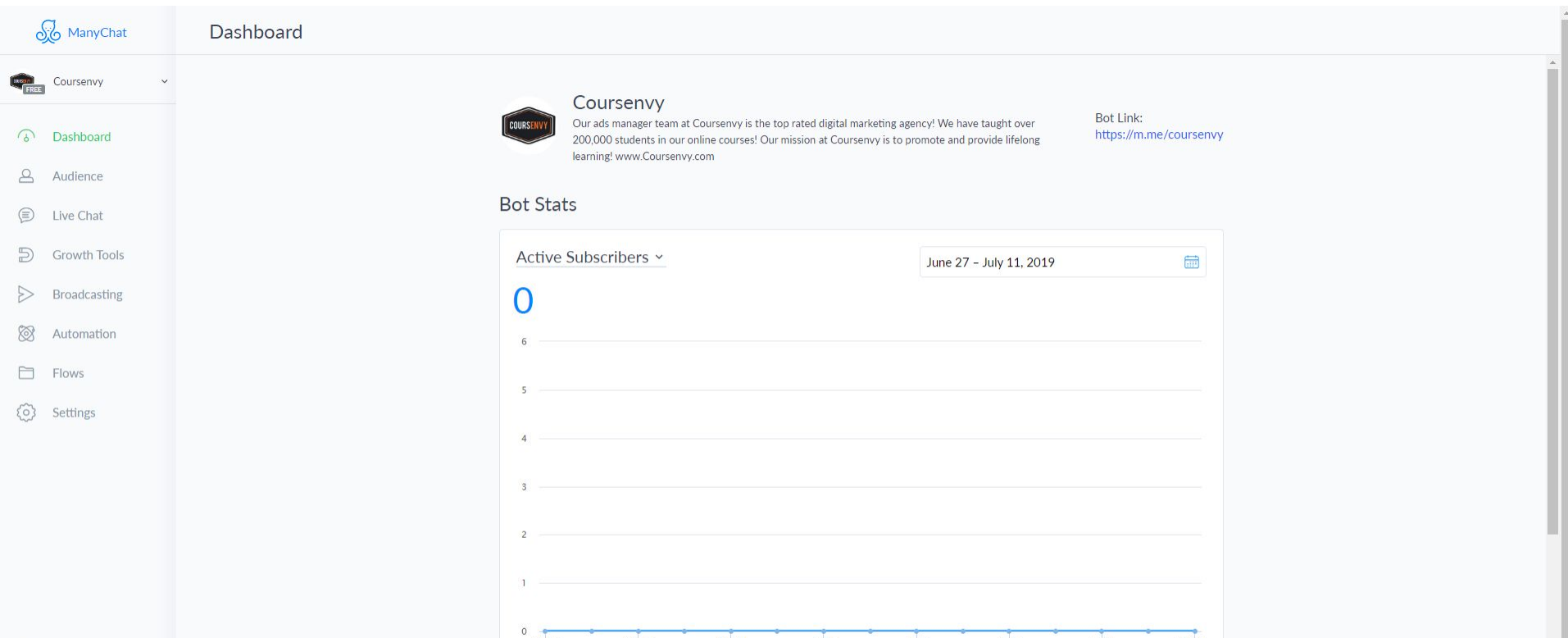
Beginner: I Am Just Starting

Basic: Email Campaigns And Automated Funnels

Fill out your business
information on
ManyChat.

Then select your
Facebook Page to
connect.

ManyChat Dashboard



Facebook interface showing the **Page Settings** menu on the left and the **Advanced Messaging** settings page on the right.

Page Settings Menu (Left):

- General
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging** (highlighted with a red arrow)
- Facebook Badges
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

Advanced Messaging Settings (Right):

Advanced Messaging
Manage settings for bots and other advanced messaging features.

Sections

- [General Settings](#) [Jump to Section](#)
- [Requested Features](#) [Jump to Section](#)
- [High-Volume Messages](#)

General Settings

Response Method
Choose one to tell us how your bot communicates with its audience.

- ☐ Responses are all automated
- ☐ Responses are all provided by people
- ☒ Responses are partially automated, with some support by people

Connected Apps
The following apps are currently connected to your Page.

- Integromat** 576881582383647 [View Permissions](#)
- ManyChat** 532160876956612 [View Permissions](#)

Handover Protocol
Manage the features each app can access or control.

Messenger receiver [Configure](#)

Text Box (Right):

Depending on what type of support you want to provide, you can change this **Response Method** (typically a mix of automation and support staff is best).

ManyChat Automation

ManyChat

Welcome Message > Edit ?

Disabled ☒ Enabled ✓ Saved Preview Publish

Go To Flow Builder

Coursenvy

Starting Step

Welcome Message

Attached Steps

Send Message

+ Create New Message

Automation

Main Menu

Default Reply

Welcome Message

Keywords

Sequences

Rules BETA

Flows

Settings

Welcome Message

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses?

+ Add Button

+ Quick reply

+ Text + Image + Card + Gal

+ List + Audio + Video + F

+ Delay +User Input + Dynamic

Continue to another step

Back Coursenvy > Manage

Typically replies instantly

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses?

Edit your **Welcome Message** under Automation in ManyChat. This will enable automatic replies to customers.

ManyChat

Coursenvy

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Main Menu

Default Reply

Welcome Message

Keywords

Sequences

Rules

Flows

Settings

Templates

My Account

Help

Upgrade To Pro

Welcome Message > Edit

Disabled Enabled Saved Preview Publish

Go To Flow Builder

Starting Step

Welcome Message

Attached Steps

Send Message

Create New Message

Quick reply

Text

Image

Card

Gallery

List

Audio

Video

File

Delay

User Input

Dynamic

Continue to another step

Go To Flow Builder

Back

Coursenvy

Manage

Typically replies instantly

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses?

I use ManyChat automation to enable auto replies to my customers most frequently asked questions.

Just click the + Add Button option to add question options and then replies for each one of those questions.

 ManyChat

 Coursenvy

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Main Menu

Default Reply

Welcome Message

Keywords

Sequences

Rules

Flows

Settings

Templates

My Account

Help

Upgrade To Pro

Welcome Message > Edit

Starting Step

Welcome Message

Attached Steps

click "looking for courses" --> Se

+ Create New Message

Welcome Message

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses?

Ads Management?

+ Add Button

+ Quick reply

+ Text + Image + Card + Gallery + List + Audio + Video + File + Delay + User Input + Dynamic

☐ Continue to another step

Edit Button

Button Title:

Ads Management?

When This Button is Pressed

Open website

https://learn.coursenvy

Website address

https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages?utm_source=ce-fb-messenger

Webview Size

Native

Additional Actions

Delete

Done

Disabled Enabled Saved Preview Publish

Go To Flow Builder

Back Coursenvy > Typically replies instantly Manage

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses?

Ads Management?

For example, I have added the options
“Looking for Courses?” and “Ads
Management?” as our 2 most FAQ.

When each is clicked, the user is
redirected to a message and website
link!

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Coursenvy

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Main Menu

Default Reply

Welcome Message

Keywords

Sequences

Rules

Flows

Settings

Templates

My Account

Help

Upgrade To Pro

Welcome Message > Edit

Starting Step

Welcome Message

+ Create New Message

Welcome Message

Hello! Welcome to Coursenvy!

How can we help you today?

Looking for Courses?

Ads Management?

+ Add Button

+ Quick reply

+ Text

+ Image

+ Card

+ Gallery

+ List

+ Audio

+ Video

+ File

+ Delay

+ User Input

+ Dynamic

☐ Continue to another step

Disabled Enabled Saved Preview Published

Content published!

Back Coursenvy > Manage

Typically replies instantly

Hello! Welcome to Coursenvy!

How can we help you today?

Looking for Courses?

Ads Management?

Once you are ready, make sure to PUBLISH and ENABLE your ManyChat messages.

Then you can test your ManyChat by navigating to your **m.me/FBpageUsername** URL.



Manage Page

Ads Manager Coursenvy Is The Top Digital Marketing Agency

Home

Manage Shop

Ad Center

Inbox

Resources & Tools

Manage Jobs

Notifications
18 new

Insights

Publishing Tools

Page Quality

Edit Page Info

Settings

Promote

You can also change
your Facebook Page's
CTA button to **Send
Message**.

Edit Page Button

Choose the action you want your Page visitors to take.

- Follow**
Make it easy for people to follow your page.
- View Gift Card**
Choose a website where people can purchase your gift cards.
- Order Food**
Choose a website where people can order your food.
- Book Now**
Choose where people can book with you.
- Get Quote**
Collect the information you need from potential customers who click Get Quote.
- Call Now**
Choose where you'd like to receive calls.
- Contact Us**
Choose a website where people can find your contact information.
- Send Message**
Receive messages in your Page Inbox.
- Send WhatsApp Message**
Choose the number associated with your WhatsApp account so people can reach you.
- Send Email**
Choose an email address where people can contact you.
- Learn More**
Choose a website where people can learn more about what you do.
- Sign Up**
Choose a website where people can sign up for your newsletter.
- Use App**
Choose where people can find your app.

Edit Send Message

Create Post

Get Messages

Feeling/Activity



Page Settings

Search Page Settings

- General
- Messaging**
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- Diversity Info
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content

You can install the Facebook Messenger plugin directly on your website enabling users to message your Facebook Page via your website.

Click the “Get Started” button.

Messaging Settings

Set up features and edit preferences for managing messages across Messenger and Instagram. You can manage notification settings in the Notifications tab.

Sections

General Settings	Jump to Section
Starting a Messenger Conversation	Jump to Section
During a Messenger Conversation	Jump to Section

General Settings

Use the Return key to send messages

Press the Return/Enter key on a computer to send Messenger and Instagram messages. If this feature is off, click Send.

On

Starting a Messenger Conversation

Show a greeting

Greet people before they send your Page a message. Your greeting appears in the chat window before a message is sent or in the About section of your business's Messenger profile.

Off

Your Messenger URL

Use your Messenger link off Facebook, such as on a flyer, in an email or in an SMS message. Your Messenger link directs people to a conversation with your Page.



Your Messenger link
m.me/courseenvy

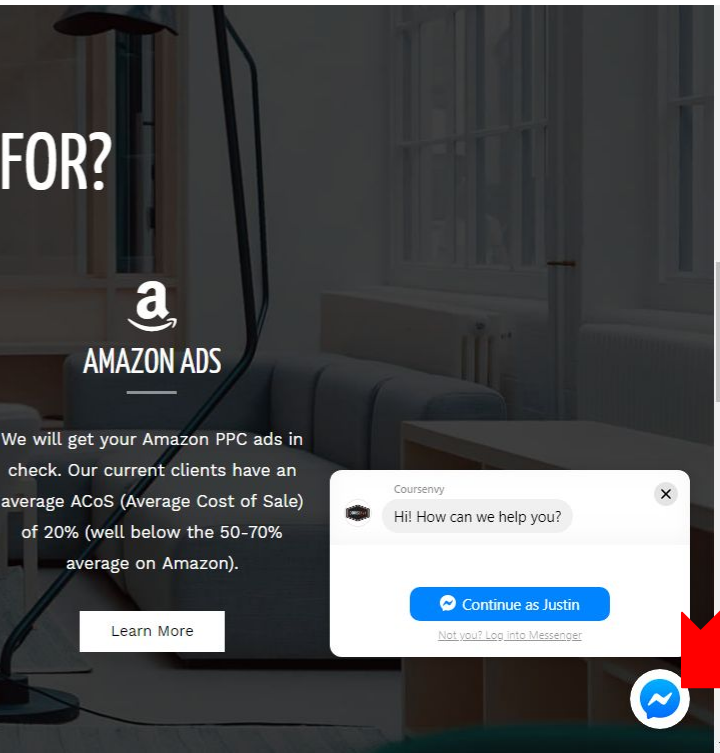
Copy Link

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started

Facebook Messenger Chat Plugin



I advise everyone install a chat software of some type on their website as the statistics don't lie, websites with live chats **increase sales!**

Installing the Facebook Messenger Chat plugin on your website will enable users to chat directly with your Facebook Page.

<https://developers.facebook.com/docs/messenger-platform/discovery/facebook-chat-plugin>



Search Facebook



Justin



Ads Manager Coursenvy Is The Top Digital Marketing Agency · Page Settings

Page Settings

Search Page Settings



General



Messaging



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Page Roles



Diversity Info



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



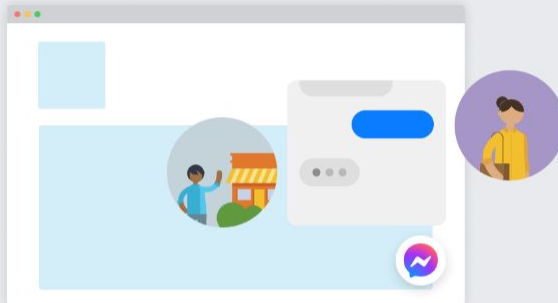
Branded Content



Instagram

Messaging Settings

Set Up Chat Plugin



Add Messenger to Your Website

Meet your customers where they are. The Chat Plugin lets people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Click the "Get Started" button.

Next

Get Started

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.



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Search Facebook



Justin



Ads Manager Coursenvy Is The Top Digital Marketing Agency + Page Settings

Page Settings

Search Page Settings

- General
- Messaging**
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- Diversity Info
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

This Facebook Messenger icon will appear in the bottom corner of your website.

When a user clicks the chat icon, they will have the option to chat with you via Facebook.

Messaging Settings

Set Up Chat Plugin

LANGUAGE

Choose the language for your Chat Plugin. Your default language will appear only after your code has been copied and pasted to your website and is not available in the preview.

English (US)

GREETING

Greet people before they send a message. Your greeting will only appear in the Chat Plugin on your website and not in conversations on Facebook or Messenger.

Greeting

"Hi! How can we help you?"

Edit

GUEST CHAT

Let people chat with your business without logging into Messenger while using the Chat Plugin on your website.

Guest Chat: ☒ ON

Desktop Preview

Mobile Preview



Chat with Ads Manager...

Hi! How can we help you?

Continue as Justin

Continue as Guest

By continuing as a guest, you agree to Facebook's **Terms**, **Data Policy** and **Cookies Policy**. If you choose to log in, Ads Manager Coursenvy Is The Top Digital Marketing Agency will see the website you came from and info you've made public on your Facebook profile.



Next

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started



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www.Coursenvy.com



Search Facebook



Justin



Ads Manager Coursenvy Is The Top Digital Marketing Agency • Page Settings

Page Settings

Search Page Settings

- General
- Messaging**
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- Diversity Info
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram

Click the "Edit" button to customize your greeting message.

Once ready, click "Next"

Messaging Settings

Set Up Chat Plugin

LANGUAGE

Choose the language for your Chat Plugin. Your default language will appear only after your code has been copied and pasted to your website and is not available in the preview.

English (US)

GREETING

Greet people before they send a message. Your greeting will only appear in the Chat Plugin on your website and not in conversations on Facebook or Messenger.

Greeting

"Hi! How can we help you?"

Edit

GUEST CHAT

Let people chat with your business without logging into Messenger while using the Chat Plugin on your website.

Guest Chat: ☒ ON

Desktop Preview

Mobile Preview



Chat with Ads Manager...

Hi! How can we help you?

Continue as Justin

Continue as Guest

By continuing as a guest, you agree to Facebook's **Terms**, **Data Policy** and **Cookies Policy**. If you choose to log in, Ads Manager Coursenvy Is The Top Digital Marketing Agency will see the website you came from and info you've made public on your Facebook profile.



Next

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started





Ads Manager Coursenvy Is The Top Digital Marketing Agency + Page Settings

Page Settings

Search Page Settings

General

Messaging

Page Info

Templates and Tabs

Event Ticketing

Notifications

Advanced Messaging

Page Roles

Diversity Info

People and Other Pages

Preferred Page Audience

Issue, Electoral or Political Ads

Ad Limits

Branded Content

Instagram

Coursenvy®

Messaging Settings

Set Up Chat Plugin

CUSTOM COLOR

Change the color of the Chat Plugin to complement your brand.

Custom colors ☒ ON

#0A7CFF

ALIGNMENT

Choose whether the Chat Plugin is aligned to the left or right side of your website.

Left Right

AUTOMATICALLY EXPAND

Expand the Chat Plugin as soon as your page loads on a desktop computer. Consider turning this setting on if you want to make the Chat Plugin more noticeable.

Automatically Expand ☒ ON

Back

Desktop Preview

Mobile Preview



Chat with Ads Manager...

Continue as Justin

Continue as Guest

By continuing as a guest, you agree to Facebook's **Terms**, **Data Policy** and **Cookies Policy**. If you choose to log in, Ads Manager Coursenvy Is The Top Digital Marketing Agency will see the website you came from and info you've made public on your Facebook profile.



Next

Next, you can change the Messenger chat box color to match your websites branding.

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started



Search Facebook



Justin



Ads Manager Coursenvy Is The Top Digital Marketing Agency · Page Settings

Page Settings

Search Page Settings



General



Messaging



Page Info



Templates and Tabs



Event Ticketing



Notifications



Advanced Messaging



Page Roles



Diversity Info



People and Other Pages



Preferred Page Audience



Issue, Electoral or Political Ads



Ad Limits



Branded Content



Instagram

Messaging Settings

Set Up Chat Plugin

WEBSITE DOMAIN

Add each website domain where you would like to display the Chat Plugin. Example: <https://www.originalcoastclothing.com/>.

Add another domain

Save

INSTALL CODE

☒ I'll add the code to my website

Include the following code snippet on every page you want the Chat Plugin to appear.

☐ Email instructions on how to add code

Then you can either copy and install this code yourself or email the code to your web developer.

CODE SNIPPET

Insert this code snippet directly after the opening <body> tag on each page you want the Chat Plugin to appear.

```
<!-- Load Facebook SDK for JavaScript -->
```

Finally, you will need to add the domain name you will be adding this customer chat plugin to.

```
<!-- Your Chat Plugin code -->
```



For a complete list of attributes, see the [Chat Plugin reference](#).

Back



Finish

Add Messenger to your website

Let people start a conversation on your website and continue it in Messenger with the Chat Plugin. It's easy to set up, and we'll give you the code to add to your website.

Get Started



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Install Facebook Messenger on Your Website

Include the Facebook Messenger code snippet in your HTML on every page where you want the plugin to appear.

A simple way for your chat plugin to appear on every page is to paste this code into your website's header file (*header.php* for WordPress) between the head tags: `<head> CODE </head>`

Dashboard

Jetpack

Posts

Media

Pages

Comments

WPForms

Elementor

Templates

Appearance

Themes

Customize

Widgets

Menus

Simple CSS

Astra Options

Astra Starter Sites

Theme Editor

Plugins

Users

Tools

Settings

SEO

WP Security

Floating Social Media Settings

Quick Redirects

Edit Themes

Astra: header.php

Selected file content:

45 <!-- Load Facebook SDK for JavaScript -->
46 <div id="fb-root"></div>
47 <script>
48 window.fbAsyncInit
49 FB.init({
50 xfbml
51 version
52 });
53 };
54 };
55
56 (function(d, s, i
57 var js, fjs = d.g
58 if (d.getElementB
59 js = d.createElem
60 js.src = 'https://
61 fjs.parentNode.in
62 }(document, 'script
63
64 <!-- Your custom
65 <div class="fb-cust
66 attribution=setup
67 page_id="44785692
68 </div>
69
70
71
72
73 <body <?php astra_schema_body(); ?> <?php body_class(); ?>
74
75 <?php astra_body_top(); ?>
76 <div id="page" class="hfeed site">
77 <?php echo esc_html(astra_default_strings('string-header-skip-link', false)); ?>
78
79 <?php astra_header_before(); ?>
80
81 <?php astra_header(); ?>
82

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82

Documentation: Function Name... Look Up
Update File

Help

Select theme to edit: Astra Select

Theme Files

style.css
functions.php
assets
inc
toolset-config.json
404.php
archive.php
comments.php
footer.php
header.php
index.php
page.php
search.php
sidebar.php
single.php
template-parts
changelog.txt
readme.txt

Login to your website's backend and navigate to the code editor area (Theme Editor for WordPress).

Open the header.php file, paste the Facebook Messenger code before the closing head tag </head> and click update/save.

Install Facebook Messenger on Your Website

The Facebook Messenger chat plugin now will appear live on your website and enable users to chat directly with your Facebook Page.



Our specialized marketing team works to increase your conversions, drive traffic, and expand your online visibility via high intention Google Ads.

[Learn More](#)



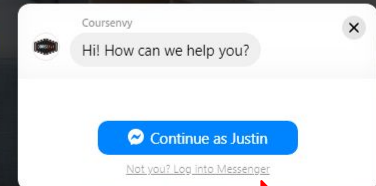
Make your Facebook Ads stand out. We focus on working customers down funnels, therefore increasing your ROMI on Facebook and Instagram.

[Learn More](#)



We will get your Amazon PPC ads in check. Our current clients have an average ACoS (Average Cost of Sale) of 20% (well below the 50-70% average on Amazon).

[Learn More](#)



Facebook Page Inbox

The screenshot shows the Facebook interface for a page named 'Ads Manager Coursenvy'. The left sidebar contains a 'Manage Page' section with various options. The 'Inbox' option is highlighted with a red box, and a red arrow points to it. The main content area shows the 'Inbox' view with a list of messages. The top navigation bar includes the Facebook logo, a search bar, and several icons for navigation. The page header includes the page name, a 'Get Started' button, and a 'Learn More' button. The 'Inbox' section shows a list of messages, including a pinned post from 'Ads Manager Coursenvy' dated June 19, 2019, with the text 'Coursenvy Marketing Ad Agency Packages: https://learn.coursenvy.com/.../coursenvy-marketing-ad...'. Below the pinned post is a green banner with the text 'Marketing Ad Agency Packages'.

Manage your customer Facebook Messenger chats via the **Inbox** option on your Facebook Page.

Manage Page

- Home
- Manage Shop
- Ad Center
- Inbox**
- Resources & Tools
- Manage Jobs
- Notifications
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info
- Settings

Ads Manager Coursenvy | Edit Learn More | Promote | View as Visitor

Insights | See All

Last 28 days : Oct 6 - Nov 2

- People Reached: 5 (▼44%)
- Post Engagements: 1
- Page Likes: 11 (▲1000%)

About

- Coursenvy HQ Los Angeles, CA 90210
- Coursenvy Marketing Ad Agency Packages: <https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>
- 17 people like this
- 17 people follow this
- <https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>

Create Post

- Photo/Video
- Get Messages
- Feeling/Activity

CREATE | Live | Event | Offer | Job | ...

PINNED POST

Ads Manager Coursenvy | June 19, 2019

Coursenvy Marketing Ad Agency Packages: <https://learn.coursenvy.com/.../coursenvy-marketing-ad...>

Marketing Ad Agency Packages

Facebook Page Inbox

Facebook Page Inbox

Search Facebook

Justin

Search Inbox

Main

No messages

Messages sent to your Page will appear here.

Messages

- All Messages
- Messenger
- Instagram Direct

Comments & More

- Facebook
- Instagram

Automated Responses

You can manage ALL your messaging and comment responses for both your Facebook Page and Instagram account via this Facebook Page Inbox.

I suggest all businesses assign at least one employee the task of managing this daily and responding to customers quickly.

Facebook Page FAQ

Facebook Page Roles

How to Add an Employee to your Facebook Page and What are the Roles?

<https://www.coursenvy.com/the-complete-facebook-business-manager-guide>

The screenshot shows the Facebook Page Settings interface. On the left is a sidebar with navigation options: General, Page Info, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, **Page Roles** (highlighted with a red arrow), Groups, and People and Other Pages. The main content area is titled 'Page Roles' and includes a sub-header 'Each person who has a role on this Page will have the same role on all location Pages.' Below this, there are sections for 'Page Roles' (with a 'Learn More' link), 'Sections' (with a 'Jump to Section' link), 'Page Owner' (with a 'Jump to Section' link), 'Agencies' (with a 'Jump to Section' link), and 'Existing Page Roles' (with a 'Jump to Section' link). At the bottom, there is a section titled 'Assign a New Page Role' with a text input field labeled 'Type a name or email' and a dropdown menu. The dropdown menu is open, showing roles: Admin, Editor (checked), Moderator, Advertiser, Analyst, and Custom. A red arrow points to the 'Assign a New Page Role' section. A red box highlights the navigation path: 'Navigate to your Facebook Page → Settings → Page Roles'.

**Navigate to your Facebook Page
→ Settings →
Page Roles**

Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn More](#)

Sections

[Assign a New Page Role](#) [Jump to Section](#)

Page Owner [Jump to Section](#)

Agencies [Jump to Section](#)

Existing Page Roles [Jump to Section](#)

Assign a New Page Role

Type a name or email

Admin
✓ Editor
Moderator
Advertiser
Analyst
Custom

[Add](#)

Connect Instagram to Facebook

- Connect your business Instagram account to your Facebook Page so you can run Instagram ads and respond to Instagram comments and messages via your Facebook Page Inbox.
- Navigate to your Facebook Page → Settings → Instagram

The screenshot shows the Facebook interface for a page named 'Coursenvy'. The left sidebar contains a list of settings categories: General, Page Info, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, Page Roles, Groups, People and Other Pages, Preferred Page Audience, Issue, Electoral or Political Ads, Ad Limits, Branded Content, and Instagram. The 'Instagram' option at the bottom is highlighted with a blue bar and a red arrow pointing to it. The main content area on the right is titled 'Connected Instagram Account' and includes a message about managing the 'Coursenvy Facebook Page' and a link to '@coursenvy Instagram account'. Below this is a section for 'Managing a Connected Instagram Professional Account' and 'Instagram Account Details'.

Facebook Search Bar: Search Facebook

Coursenvy > Page Settings

Page Settings

Search Page Settings

- General
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Facebook Badges
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content
- Instagram**

Connected Instagram Account

You have access to manage the **Coursenvy Facebook Page**, so you also have access to manage the **@coursenvy Instagram account**.

Managing a Connected Instagram Professional Account

Depending on their Facebook Page roles, people who help manage your Page may have access to help manage things on like content, ads, insights, messages, comments, settings and permissions. [Learn More](#)

You can review their access in [Page Roles](#).

Instagram Account Details

Basic Information

Name	www.Coursenvy.com
Username	coursenvy
Website	https://www.coursenvy.com
Bio	LA Based Ad Agency + Online Courses Master Facebook Ads, Amazon FBA, and more at #Coursenvy 300,000+ Students FREEBIES FOR
Category	Marketing

Business Contact Information

Email	info@coursenvy.com
Phone Number	
Address	
City/Town	
ZIP Code	

Create Facebook Page Posts

The image shows a screenshot of a Facebook page for 'Coursenvy', a Marketing Agency. The page features a cover photo of a laptop keyboard with a list of bullet points: 'DO YOU OWN A BUSINESS?', 'ARE YOU STRUGGLING WITH ONLINE MARKETING?', 'WORK WITH THE #1 RATED AD AGENCY!', 'OVER 500 HAPPY CLIENTS + A 95% CLIENT RETENTION RATE!', and 'INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!'. The page has a profile picture of the Coursenvy logo and a bio '@coursenvy · Marketing Agency'. The left sidebar shows the 'Manage Page' section with options like Home, Manage Shop, Ad Center, Inbox, Leads Center, Resources & Tools, Creator Studio, Manage Jobs, Notifications, Insights, and Publishing Tools. A red arrow points to the 'Home' button in the sidebar. A text box with a red border contains the text: 'Navigate to your Facebook Page → Click the Create Post button'. Another red arrow points to the 'Create Post' button in the top right corner of the page content area. Below the 'Create Post' button are options for 'Photo/Video', 'Get Messages', and 'Feeling/Activity'. At the bottom, there are buttons for 'Create', 'Live', 'Event', 'Offer', 'Job', and more options.

Manage Page

Coursenvy

Home

Manage Shop

Ad Center

Inbox

Leads Center

Resources & Tools

Creator Studio

Manage Jobs

Notifications

Insights

Publishing Tools

Navigate to your Facebook Page → Click the Create Post button

DO YOU OWN A BUSINESS?
ARE YOU STRUGGLING WITH
ONLINE MARKETING?
WORK WITH THE #1 RATED AD
AGENCY!
OVER 500 HAPPY CLIENTS + A
95% CLIENT RETENTION RATE!
INTERESTED? CLICK THE
MESSAGE BUTTON BELOW TO
CONTACT OUR LOS ANGELES
OFFICE TODAY!

Coursenvy
@coursenvy · Marketing Agency

Edit Learn More

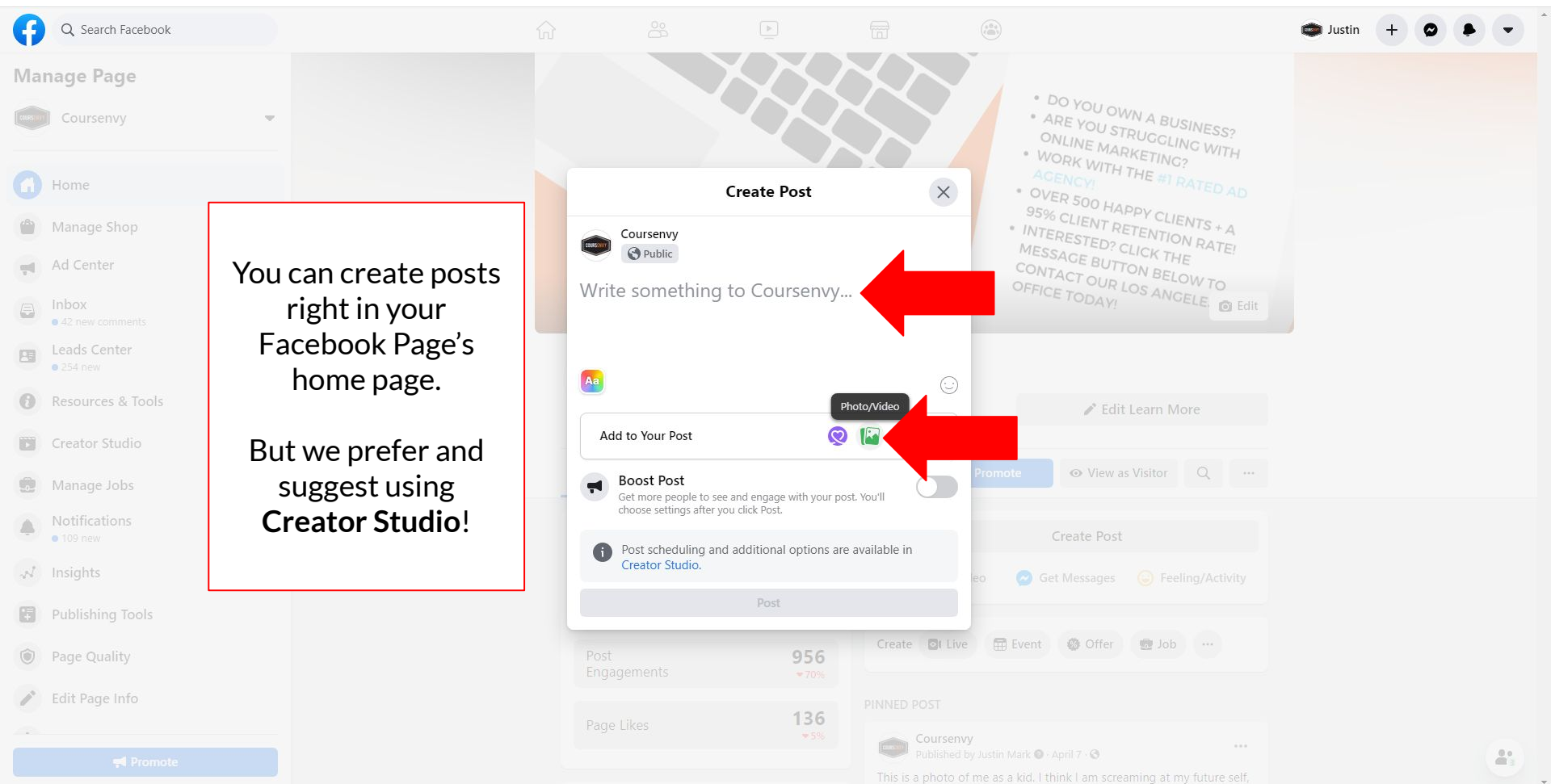
Home Events Reviews More

Promote View as Visitor

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job



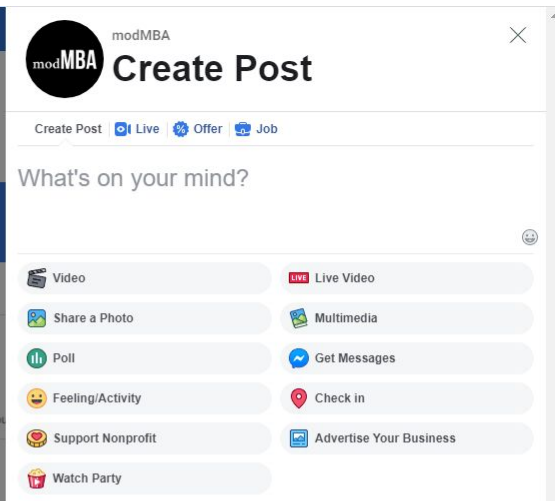
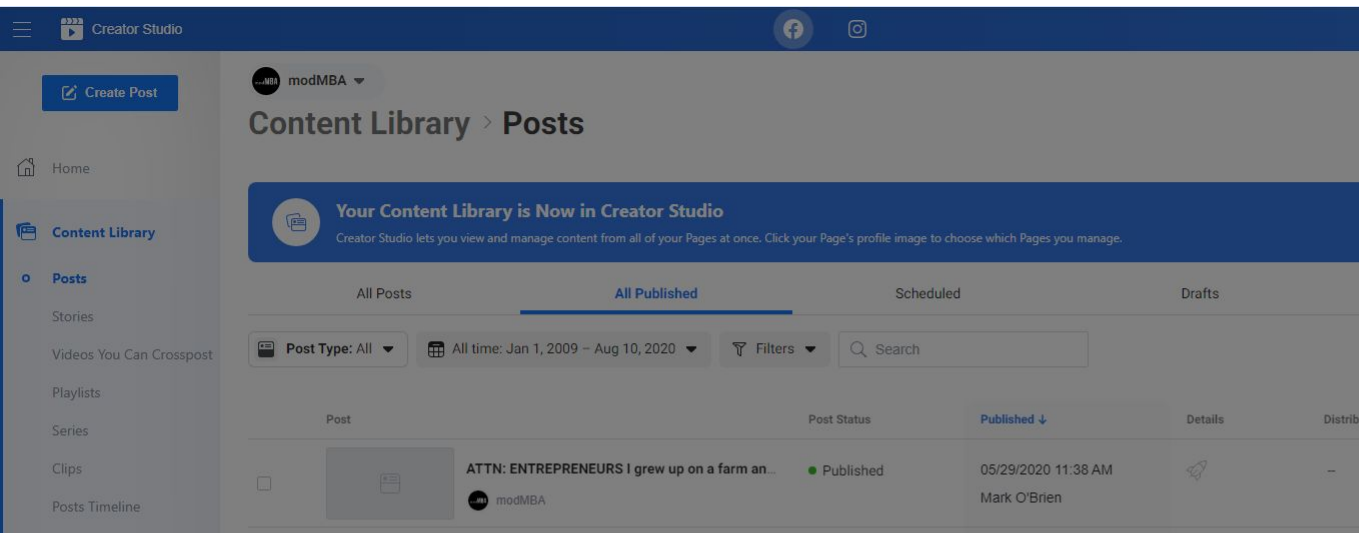
You can create posts
right in your
Facebook Page's
home page.

But we prefer and
suggest using
Creator Studio!

Create Posts via Creator Studio

You can create, schedule (build a backlog of posts for the next X amount days), and manage all your Facebook and Instagram posts via the Facebook **Creator Studio**.

<https://business.facebook.com/creatorstudio>



Create Post

Create Post

Add Story

Upload Video

Multiple Videos

Go Live

Post Video Across Pages

Clips

Posts Timeline

Insights

Inbox+

Monetization

Rights Manager

Creative Tools

Pages

modMBA

Content Library > Posts

Share Feedback

Upload Videos

Scheduled

Drafts

Expired

Expiring

Filters

Search

Post Status	Published	Details	Distribution	3-Second Video ...	1-Minute Video V...	Engagement
Published	05/29/2020 11:38 AM Mark O'Brien		—	0	0	0
Published	04/29/2020 4:46 PM Mark O'Brien		—	31	2	0
Published	04/29/2020 4:30 PM Mark O'Brien		—	0	0	0
Published	04/29/2020 4:29 PM Mark O'Brien		—	0	0	7
Published	04/24/2020 5:21 PM Mark O'Brien		—	14	0	2
Published	03/18/2020 4:50 PM Justin Mark		—	0	0	1

Select if you want to post to your Facebook or Instagram page via the top, middle logo option.

Select your Page (if you have multiple Pages created).

Click the “Create Post” button and select the “Create Post” option from the dropdown menu.

Creator Studio

Create Post

modMBA

Content Library > Posts

Home

Content Library

Posts

Stories

Videos You Can Crosspost

Playlists

Series

Clips

Posts Timeline

Insights

Inbox+

Monetization

Rights Manager

Creative Tools

Pages

Create your post

Select when you want to share it (Now, Schedule, or Backdate).

Scheduled Drafts

Filters Search

Post Status	Published ↓	Details	Distrib
a farm an...	Published	05/29/2020 11:38 AM Mark O'Brien	
re? What i...	Published	04/29/2020 4:46 PM Mark O'Brien	
yCom - S...	Published	04/29/2020 4:30 PM Mark O'Brien	
PRENEUR...	Published	04/29/2020 4:29 PM Mark O'Brien	
... I see y...	Published	04/24/2020 5:21 PM Mark O'Brien	
The Top 5 Alternative MBA Options of 2020 htt...	Published	03/18/2020 4:50 PM Justin Mark	

https://business.facebook.com/creatorstudio/?tab=content_posts&mode=facebook&content_table=POSTED_POSTS...

modMBA Create Post

Create Post Live Offer Job

What's on your mind?

Video Live Video

Share a Photo Multimedia

Poll Get Messages

Feeling/Activity Check in

Support Nonprofit Advertise Your Business

Watch Party

Now Schedule Backdate Save Draft

Boost Post Share Now Share Now

Creator Studio

Create Post

modMBA

Content Library > Posts

Home

Content Library

Posts

Stories

Videos You Can Crosspost

Playlists

Series

Clips

Posts Timeline

Insights

Inbox+

Monetization

Rights Manager

Creative Tools

Pages

Split test all these content options to see what resonates most with your audience and gets the most engagement.

Example: Use a **Poll** to see what your audience prefers you launch next.

Scheduled Drafts

Filters Search

Post Status	Published ↓	Details	Distribution
a farm an...	Published	05/29/2020 11:38 AM Mark O'Brien	—
re? What i...	Published	04/29/2020 4:46 PM Mark O'Brien	—
yCom - S...	Published	04/29/2020 4:30 PM Mark O'Brien	—
PRENEUR...	Published	04/29/2020 4:29 PM Mark O'Brien	—
... I see y...	Published	04/24/2020 5:21 PM Mark O'Brien	—
The Top 5 Alternative MBA Options of 2020 htt...	Published	03/18/2020 4:50 PM Justin Mark	—

https://business.facebook.com/creatorstudio/?tab=content_posts&mode=facebook&content_table=POSTED_POSTS...

modMBA Create Post

Create Post Live Offer Job

What's on your mind?

Video Live Video

Share a Photo Multimedia

Poll Get Messages

Feeling/Activity Check in

Support Nonprofit Advertise Your Business

Watch Party

Now Schedule Backdate Save Draft

Boost Post Share Now Share Now

Visual content is 40x more likely to get shared on social media than other types of content, so always try to include a photo or video in your post updates. And Facebook videos get 135% more reach than posts with only an image. So grab your phone and start filming!



Facebook Creator Studio interface showing the 'Content Library > Posts' section. A red arrow points from the text box to the 'Video' option in the 'Create Post' sidebar.

Content Library > Posts

Create Post

What's on your mind?

Video (Selected) | Live Video | Share a Photo | Multimedia | Poll | Get Messages | Feeling/Activity | Check in | Support Nonprofit | Advertise Your Business | Watch Party

Post Status	Published ↓	Details	Distribution
a farm an...	Published	05/29/2020 11:38 AM Mark O'Brien	—
re? What i...	Published	04/29/2020 4:46 PM Mark O'Brien	—
yCom - S...	Published	04/29/2020 4:30 PM Mark O'Brien	—
PRENEUR...	Published	04/29/2020 4:29 PM Mark O'Brien	—
... I see y...	Published	04/24/2020 5:21 PM Mark O'Brien	—
The Top 5 Alternative MBA Options of 2020 htt...	Published	03/18/2020 4:50 PM Justin Mark	—

Boost Post | Share Now | Share Now

www.OnlineWordCounterTool.com

WORD COUNTER

The FREE Online Character and Word Count Tool

HOME

WEB PAGE WORD COUNTER

EMBED WORD COUNTER



WORD COUNTER TOOL

Text word Count

URL word Count

Keep your posts short and specific (i.e. asking a question is perfect to force comments/engagement).

Char:102

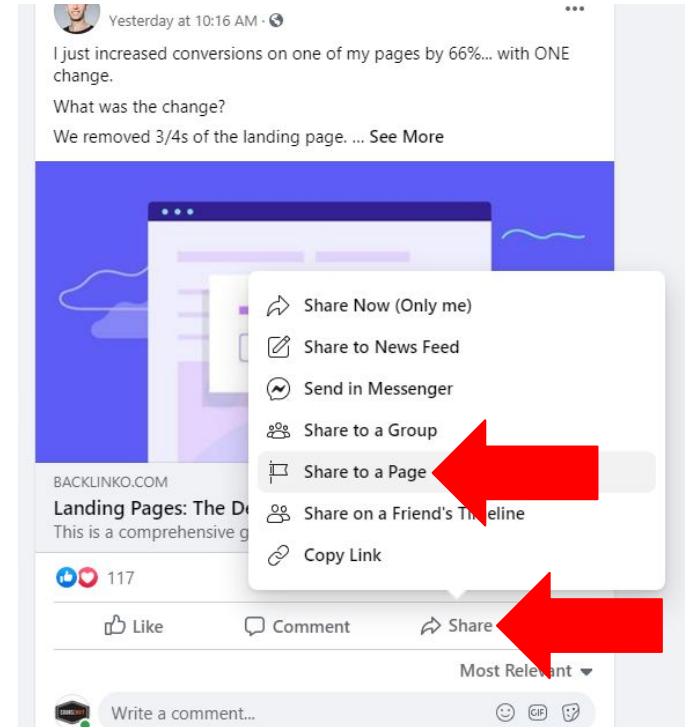
Keep:1
your:1
posts:1
short:1
and:1
specific:1
i:1
e:1
asking:1
a:1

Count

I use this website to count my post and description length to ensure my main keywords appear in the first 156 characters for search engine optimization.

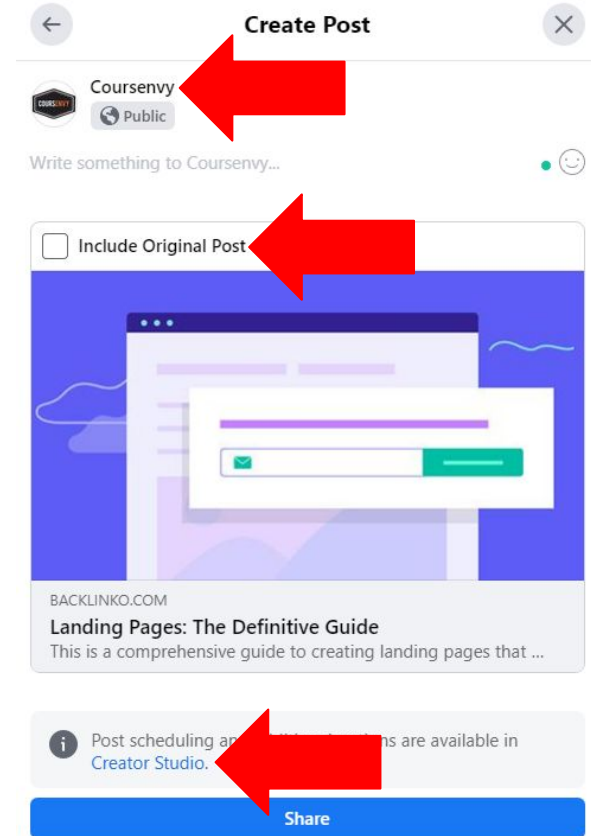
Share Other Pages Relevant Content

- You don't have to create ALL this content yourself! You can also share other pages relevant content to your own page to provide even more value to your customers.
- For example, I am on a Facebook page my customers would find relevant and found a post that I want to share to my Facebook page. All you need to do is click the **SHARE** button below the post, then select the **SHARE TO A PAGE** option and select your Facebook page.



Share Other Pages Relevant Content (con't)

- As you can see, we are creating a new post for our Facebook Page that includes this other Facebook page's post!
- We can choose to just share this original post, or we like to add some commentary for our customers via the "Write something to Coursenvy..." (i.e. a summary or a note stating the XYZ value they can gain from this) which will appear with this post you share on your Facebook page.
- You also have the option to schedule sharing this post via the Creator Studio link.



When Your Fans Are Online

- Find your optimal posting time by viewing your Facebook Page → Insights

The screenshot displays the Facebook interface for the 'Coursenvy' page. On the left, the 'Manage Page' sidebar is visible, listing various management tools. A red arrow points to the 'Insights' option, which is highlighted. The main content area shows the 'Coursenvy' page profile, including the cover photo, profile picture, and name. Below the profile, the 'Insights' section is visible, showing metrics for the last 28 days (Oct 6 - Nov 2). The metrics include:

- People Reached: 20,933 (↑64%)
- Post Engagements: 956 (↑70%)
- Page Likes: 136 (↑5%)

The 'Create Post' section is also visible, with options for Photo/Video, Get Messages, and Feeling/Activity. The 'Pinned Post' section shows a post from 'Coursenvy' published by Justin Mark on April 7.

Coursenvy · Page Insights

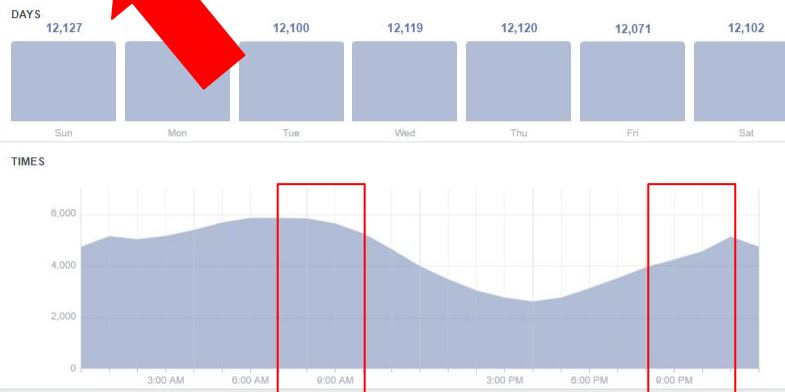
Page Insights

- Overview
- Followers
- Shops
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**
- Branded Content
- Events
- Videos
- Stories
- People
- Messages

Promote

When Your Fans Are Online Post Types Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.



All Posts Published

Create Post

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

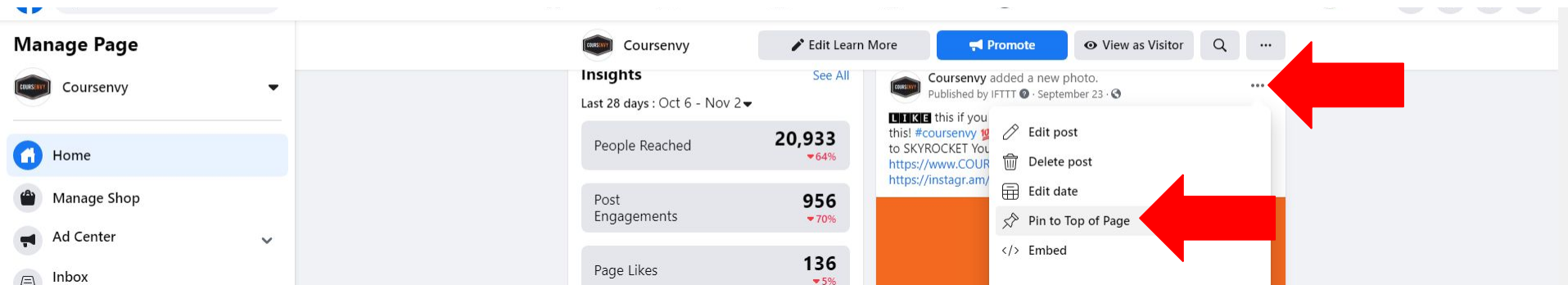
Published	Post	Type	Targeting	Reach	Engagement
11/02/2020 10:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Public	40	2 1
11/01/2020 10:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Public	41	2 1
10/31/2020 6:08 AM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Public	58	0 0
10/29/2020 1:00 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Public	61	1 0
10/28/2020 2:08 PM	LIKE this if you agree and COMMENT a friend that needs to see this! #coursenvy 🍷 [FREE COURSE] TOP	Image	Public	82	1 0

Navigate to your Facebook Page → Insights → Posts

For my clients, I see the best results posting twice a day at 8-9am and 9-10pm

Pin a Facebook Post with a Lead Capture

- You have the option to pin a Facebook post to the top of your Facebook Page. Just click a posts option menu (3 dots, top right corner of all posts), then select **Pin to Top of Page**. Once pinned the post will appear at the top of your Facebook Page.
- I like to pin posts that offer a value proposition in exchange for the users email (i.e. the post contains a link to my lead capture page and the post/image/video states the value).



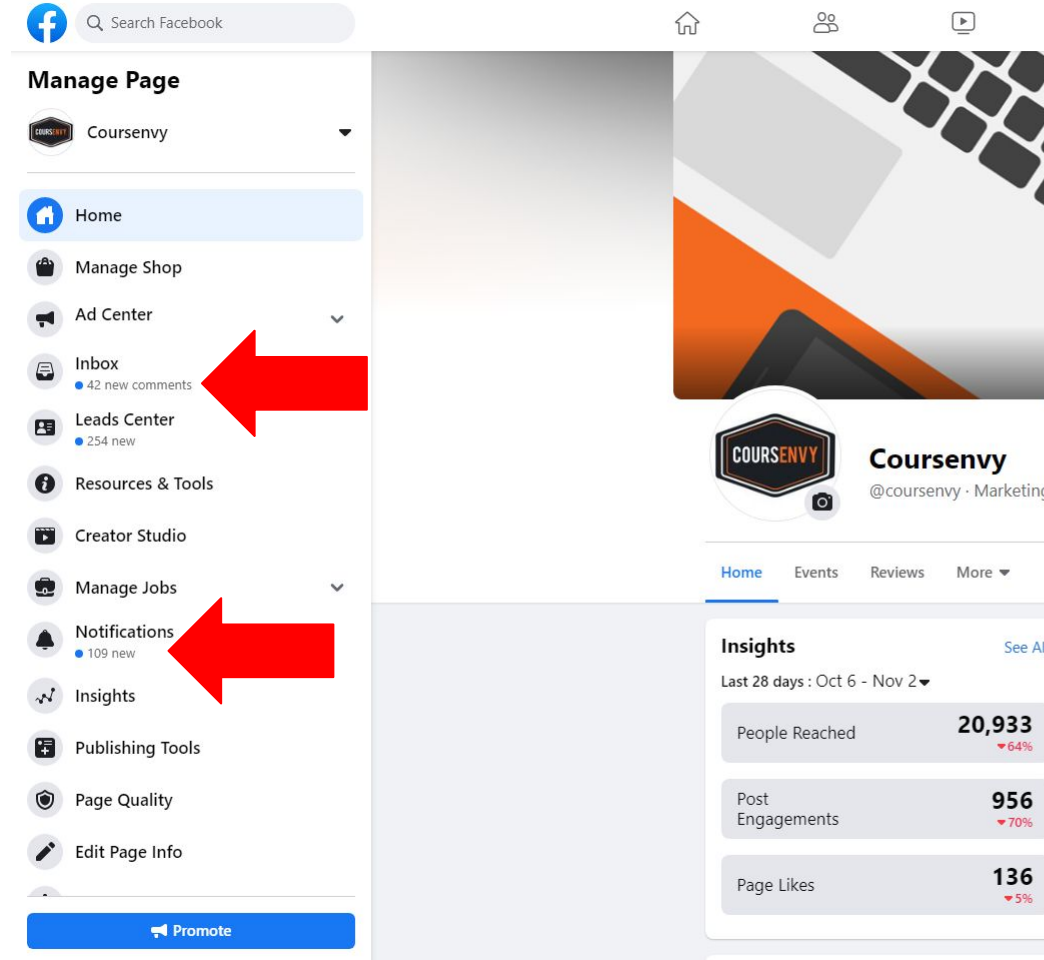
Keys to a Successful Facebook Page

Focus on Serving your Customer

- Respond to every comment and message. Be present in all conversations and provide value!
- The worst thing is to forget to read your pages Notifications tab and Inbox tab and miss out on a potential customers/sales because you didn't respond to a question right away!
- 1 in 3 customers go to a competitor if they're ignored on social media!
- Get to know your customer so your Facebook Page becomes a community of raving fans!

Notifications

- Assign a member of your team to managing your customer service (e.g. responding to comments and inbox messages, engaging with potential customers, etc.)!



Facebook Search: Search Facebook

Manage Page

Coursenvy

- Home
- Manage Shop
- Ad Center
- Inbox (42 new comments)
- Leads Center (254 new)
- Resources & Tools
- Creator Studio
- Manage Jobs
- Notifications (109 new)
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info

Promote

Coursenvy
@coursenvy · Marketing

Home Events Reviews More

Insights

Last 28 days : Oct 6 - Nov 2

People Reached	20,933	+64%
Post Engagements	956	+70%
Page Likes	136	+5%

Keys to a Successful Facebook Page

Share Helpful Content Often

- Don't create a Facebook page if you don't plan to post to it regularly. With the Facebook Page post scheduling option via Facebook Creator Studio, plus 3rd party software like Later.com and IFTTT.com, there is no reason to not be posting at least once daily!

Keys to a Successful Facebook Page

Ask for What you Want

- Always be providing your customers value, but you are a business... ask for what you want!
- Sales, emails, etc. ASK!
- Use CTA (Call to Action) phrases in your posts.
EXAMPLE: *"Would you like 1,200 new email subscribers in 30 days? Give me a YES below and then ENROLL in our course for FREE at: www.coursenvy.com"*
- Try not to be too spammy with your CTAs, rather make them very subliminal and conversational.

The Coursenvy To Do List

1. Create a Facebook.com Personal Account
2. Create a Facebook Page for your Business
3. Customize your Facebook Page Username
4. Optimize your Facebook Page
5. Invite Friends to Like your Facebook Page
6. Start Posting Engaging Content Daily

